

Teradata and GoldenGate Software, Inc.

Partners

Delivering a data replication solution worth repeating: one that synchronizes enterprise-wide business-critical data in real time across diverse databases

Up-to-the-minute data is no longer a luxury in today's business climate; it's a necessity. It allows you to make faster or better decisions that give your company a distinct competitive advantage. While there's no disputing the imperative of real-time data integration for businesses from banks to retail establishments, there are plenty of challenges to achieving that

integration. The most common issues include how to ensure that the data is, in fact, the most up-to-date, and how to integrate the data warehouse with operational applications and databases in the enterprise. IT professionals must address the challenges of shrinking batch windows, the ever-expanding number of data sources and increased demands for

information from the end-user. Additionally, executives today are mandated to improve operational efficiencies, reduce costs and time to market while delivering business value to customers.



Teradata and GoldenGate in a Snapshot

GOLDENGATE

Teradata Corporation is the global leader in enterprise data warehousing and enterprise analytic technologies and services. Teradata gives companies a single, integrated view of their businesses so they can make better, faster decisions that drive growth and profitability.

GoldenGate, headquartered in San Francisco, is a leader in Transactional Data Management. Hundreds of businesses worldwide use the GoldenGate platform to manage critical initiatives such as business availability, data integration, business visibility and compliance. By providing the key technology for capturing, transforming and moving transactional data wherever it is needed, GoldenGate helps organizations mitigate risk, respond faster to customer needs, reduce costs and implement real-time operations. Designed to work with today's heterogeneous systems, the GoldenGate platform captures and delivers changes in transactional data at sub-second speeds in high volumes across any environment. Together, Teradata and GoldenGate deliver:

- > Real-time data changes without additional programming
- > Synchronized changes across disparate databases and operating systems
- > System administration and workload monitoring from a single graphical interface

As the Teradata system expands its enterprise active data warehousing and mixed workload capabilities, it becomes even more mission critical to your business. In addition to the current high availability that companies have come to expect from Teradata Corporation, new requirements for near-zero data latency, increased data availability and absolute data integrity must be met. Today's business imperatives demand real-time data integration and business continuity to ensure reliable contingencies are in place in the event of an outage or a disaster. But how do you ensure that the most current warehouse data is available at all times, even during planned or unplanned interruptions?

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These challenges are solved with Teradata® Replication Services, supported by GoldenGate® Software, a leader in Transactional Data Management (TDM). The powerful combination of Teradata and GoldenGate's TDM platform, helps companies

- > **Protect** the investment in their most precious resource – information
- > **Integrate** the data warehouse with operational systems into a single real-time view for improved decision making
- > **Share** warehouse information with other systems and applications
- > **Comply** with federally-mandated and company standards while minimizing costs

Since 1995, GoldenGate has solved the problem of getting databases to talk to each other in real-time and with guaranteed data integrity. Together, Teradata and GoldenGate provide as their core expertise, the ability for decision-makers across the enterprise to access the most important data with complete confidence – so they can continue to make the right decisions.

Synchronized

GoldenGate's solutions provide homogeneous and heterogeneous database support, optimized for Teradata. Specifically, GoldenGate for Teradata enables both uni-directional and bi-directional data replication between Teradata systems. When used in conjunction with other GoldenGate Transactional Data Management products, a variety of diverse databases and operating systems can synchronize valuable data across the enterprise. Unlike competing database replication services that are primarily designed to replicate like-to-like systems using a middleware solution, the Teradata-GoldenGate combination provides enterprise-wide data synchronization with an easy-to-use management interface and transformation capabilities. By using a single solution for multiple data initiatives, organizations will realize a greater return on their investment.

More importantly, Teradata offers a roadmap to apply replication technology to solve specific customer business challenges. For example, financial institutions can ensure their primary and backup Teradata systems are synchronized in real-time to guarantee data integrity and

almost zero recovery time in failover or load balancing scenarios. Airline manufacturing companies can load updated parts information into their data warehouse to perform part failure analysis using the latest information. So GoldenGate and Teradata is not only good business, it can safely manage critical enterprise processes.

By ensuring that your most critical data is synchronized and your data integrity and currency are guaranteed, the information is delivered where and when it's needed to enable better, faster decisions. And, because your data warehouse is in sync with your operational systems – without custom programming – you'll see faster time to implementation. In short, Teradata and GoldenGate provide a comprehensive, integrated solution that works seamlessly across diverse database platforms – helping manage transactional data more efficiently, and in the process, enabling you to grow your business and ROI now and in the future.

To learn more about the value of GoldenGate and Teradata, contact your local Teradata representative or visit Teradata.com.

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