

# Teradata and Cognos, an IBM Company

## Win the Business Intelligence Race

Managing your business and your business relationships in today's hyper-competitive world requires crucial up-to-the-minute information. Yet blending traditional business practices with real-time decision-making is always a challenge.

But thanks to a partnership between Teradata Corporation and Cognos®, an IBM company, optimizing your decision-making capabilities is easier than ever. How? Through an enterprise-wide solution that delivers more accurate, timely knowledge – in near-real-time. Using IBM Cognos 8 Business Intelligence (BI) in

conjunction with the Teradata® system, customers in every industry are turning data into information that drives growth and profitability and delivers significant returns on their investment.

### Committed to Excellence, Driven by Power

Over the years, Teradata and Cognos have continually developed their product lines to provide optimal performance as well as the fastest response to your business questions. The combined Teradata and Cognos solution analyzes every action and interaction with your customers

and vendors, and then provides you with detailed reporting. The result? In a world where timing is everything, you get the information you need at the right time, sent to the right person, in the right format.

A Teradata system is powerful and scalable. It serves as a repository for all of your organization's data, current and historical, including data previously stored in data marts and legacy systems. IBM Cognos 8 BI helps you realize greater value from your Teradata system by providing robust data access, analysis, reporting, visualization, scorecarding, and event management solutions that transform corporate data into vital business information.

### Teradata and Cognos, an IBM company, in a Snapshot

As the global leader in data warehousing and analytic technologies, Teradata solutions make smart companies smarter. Teradata give companies the people, technology, innovation, and a world-class network of customers and partners enabling them to gain competitive advantage to master their markets. With Teradata, the smartest wins.

Many of the world's most recognized organizations rely on Teradata for:

- > A single, integrated view of their business
- > Unprecedented power to handle more concurrent users and complex queries
- > Deeper insights that permit more effective actions at every level of the enterprise
- > A track record of success with industry leaders worldwide



Cognos is the world's leading provider of corporate performance management software, combining business intelligence, reporting, metrics management, and enterprise planning to serve each customer's

decision-making and performance management requirements. Companies choose Cognos to support a wide array of performance management goals, such as increasing productivity, improving alignment, and adding flexibility.

Together, Teradata and Cognos offer a robust, dynamic solution rich in functionality that provides users with the knowledge to drive their organization's growth and profitability in today's competitive marketplaces.

### Cognos and Teradata: Business Intelligence and Data Across the Enterprise

#### Scalable

- > Single BI platform for complete access detailed information, plus quick and easy drilling down to individual transactions
- > Optimized to leverage Teradata performance capabilities

#### Broad User Reach

- > Single BI platform with capabilities to provide a common and complete view of your business

#### Leverage Existing Investment

- > Optimized integration with Teradata security, metadata services, and business rules; leverages Teradata best practices of 3rd normal form; generates

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native Teradata SQL; leverages AJOs, OLAP assists etc.

- > One BI-shared metadata model to access Teradata

## *Drive Self-Service*

- > One click access to all BI capabilities and all enterprise data with zero client footprint
- > Event-driven BI capabilities combine current and historical information to identify significant business events

## *Standardize*

- > Single BI platform with reporting, query, analysis, scorecarding, dashboards, and event management capabilities
- > Single business model insulates users from changes in the underlying physical data model
- > Reduced deployment, maintenance and user training costs

## *Proven*

- > Many global organizations have already deployed Cognos BI Platform to extend the value of their Teradata investment

## **Comprehensive Business Intelligence**

IBM Cognos 8 Business Intelligence is enabled by an integrated technology platform that prepares transactional data for business intelligence by building a dimensional data model. It organizes

data into a consistent structure that makes analysis straightforward. Data, stored in a Teradata system, is then optimized for retrieval, making more powerful analysis and reporting possible.

You can use IBM Cognos to deliver the integrated planning, query and reporting, analysis, dashboards, event management and metrics management capabilities necessary for better decisions and performance management. IBM Cognos underpins these capabilities with the platform services necessary for complete integration and, when combined with Teradata, provides a complete, enterprise solution for CRM.

## **The Competitive Advantage**

Teradata, meanwhile, brings you distinct data warehousing capabilities that help improve your organization's strategic and operational alignment by better integrating your decision-making – within areas such as marketing and finance, as well as across your entire enterprise and up and down your demand and supply chains. The result is an alignment of strategic and operational intelligence that lets you achieve and strengthen your competitive advantage.

## **Performance Drives Solution, Generates Results**

The Teradata and Cognos platforms allow you to tap into rich information resources and create a unified information infra-

structure critical to running your business. When you use a solution from Teradata and Cognos, you can expect:

- > Insightful analysis of all your organization's data.
- > Robust reporting capabilities that turn your organization's data into valuable information.
- > All data conveniently stored and accessible in a Teradata system.
- > Maximum performance and scalability, enabling your system to grow as the number of users and data increases.

## **A Natural Fit**

IBM Cognos 8 enterprise business intelligence and the Teradata system strategies fit together seamlessly, closing the circle of BI and data warehouse management. Together, Cognos and Teradata provide you the power you need to proactively manage and cultivate business relationships.

No matter the size of your database, data marts, or legacy systems, Teradata and Cognos can create a single source of data, turn data into information for decision-making, and support your organization's growth and profitability.

For more information about the value of Teradata and Cognos, contact your Teradata representative or visit

[Teradata.com](http://Teradata.com).

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