

Teradata and ETI (Evolutionary Technologies International)

Transform and consolidate data efficiently with a comprehensive solution to manage all your data integration requirements – while cutting the time and cost of implementing and maintaining strategic applications.

Data integration is not just a buzzword today; it's a business requirement. As company objectives change quickly, your Information Technology group must respond with the tools to integrate and access data across the enterprise. That means accurate data must be quickly and reliably accessible across departments and divisions.

The Teradata® solution for customer relationship management (CRM) relies on the power of the Teradata system. But

optimizing Teradata's capacity to collect, gather, and analyze information strategically depends on interfaces that transform and consolidate high volumes of data from legacy applications residing on various mainframes as well as packaged applications residing on newer relational systems such as SQL Server.

By partnering with ETI for data integration management software, Teradata Corporation offers a comprehensive solution that promotes business growth



and savings while at the same time providing effective data movement.

Benefits

Historically, integrating data between a mix of hardware and software platforms was done by hand coding point-to-point interfaces between a mix of hardware and software platforms. The result can present a daunting and ineffectual maze of information where the difficulties in transforming data are only exceeded by performance problems.

ETI Solution® Version 6, in tandem with Teradata, automates developing and maintaining the interfaces required to transform and consolidate data from legacy applications and from newer packaged applications – all without adding any additional runtime costs in your production environment. Because ETI Solution for Teradata works with diverse platforms and does not require a runtime engine for data integration, you save money while increasing your integration performance and meeting your ever shrinking processing window.

Teradata and ETI in a Snapshot

As the global leader in data warehousing and analytic technologies, Teradata solutions make smart companies smarter. Teradata gives 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.



ETI (Evolutionary Technologies International, Inc.) is a global provider of enterprise data integration solutions for Global 1000 companies and government IT organizations. A pioneer developer of ETL software, ETI provides software and services that automate the seamless exchange of data between incompatible systems. Founded in 1991, ETI is based in Austin, Texas, with subsidiaries around the world.

The Power of Teradata with ETI:

- > High Performance Integration – lowers the cost of integration and increases data throughput
- > Flexibility – centralize or distribute the development of interfaces
- > Scalability – scale any amount of data with no deployment cost
- > Integration – integrate diverse sources of data and applications using native code
- > Speed – avoid runtime bottlenecks by generating code
- > Ease of Use – generate complex SQL code easily, step-by-step, guided by context-sensitive wizards

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ETI also provides specialized connectors (HPCs) for Teradata and SQL Server allowing high performance bi-directional data movement between Teradata and SQL Server Integration Services. ETI HPCs are the necessary ingredient for building out the integration and ROI in your current Teradata and SQL Server investments.

The Teradata-ETI Solution

Teradata thrives at transforming and consolidating data efficiently, regardless of how large or growing the database. With ETI, you don't have to slow down your Teradata system performance by funneling massive amounts of data through a proprietary box. ETI Solution for Teradata leverages Teradata's parallel processing capabilities for speed and volume by generating native interface code that moves data directly to the Teradata engines without a runtime component in your production environment.

Ease and Efficiency

Together, Teradata and ETI handle extremely large and growing databases with ease and efficiency. ETI Solution for Teradata speeds the delivery of data to Teradata's parallel engine to transform data at lightning speeds. And, since ETI Solution generates the SQL that Teradata uses, no knowledge of BTEQ is required. You can fulfill your business objectives faster and more accurately.

Flexibility and Options

ETI Solution for Teradata provides you with the flexibility and options to fully

leverage the power of the Teradata system. ETI's unique Data System Libraries (DSLs) generate programs for transforming and moving data between incompatible systems. The software then loads the data into Teradata automatically, providing enterprise-wide access.

High Performance Connectivity for Teradata & SQL Server

ETI HPCs are designed to work just like an OLEDB or .NET provider, except you get high performance against large volumes of data. The high performance characteristics of the HPCs are the result of two factors: tight integration with Teradata utilities and SSIS data flow adapter technology and no requirement to land the data prior to loading.

Features of ETI Solution for Teradata

ETI Solution V 6 for Teradata includes:

- > Universal data access and complex transformation support for any data source or target, including relational, mainframe, unstructured and flat file data systems.
- > Automated creation and documentation of complex ETL specification via a visual design interface
- > Heterogeneous multibyte character formats
- > Control and management of multibyte metadata
- > Issue tracking for increased developer productivity

- > Data change and impact analysis (CDC)
- > Proven 64-bit platform support

Features of ETI HPCs for Teradata

ETI HPCs for Teradata include:

- > Plug and play support with SSIS
- > Easy one time installation
- > Up to 50x faster performance over standard OLEDB provider

As your need to manipulate or analyze large amounts of data grows, active data warehousing enabled by Teradata is the choice. When coupled with ETI's ability to automate the generation, maintenance, and documentation of the data interfaces required, customers cut the time and cost of implementing and maintaining their strategic applications.

Whether you're in product development, marketing, sales, finance, human resources or operations, the Teradata solution with ETI empowers your decision-making. It gives you reliable, enterprise-wide information by gleaning and transforming data with speed. And you can enjoy substantial savings once your Teradata legacy and other backend systems are communicating effectively. Teradata and ETI: it's a data management solution that scales to your business needs.

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

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