



Photograph by Robert Landau/COBJIS

# Opportunity Ahead

MERGING THE PRINCIPLES OF SYNERGY TO REAP AN ABUNDANCE OF BENEFITS FOR YOUR ENTERPRISE.

**A** *t first glance, the basic ideas behind synergy seem simple, even elementary: Two or more entities merging together to reach a common destination. Disparate elements moving in the same direction to gain better opportunities. But drive onward, and there is much more to synergy than first meets the eye—many more benefits and challenges.*

Large corporations possess a tremendous amount of resources, assets and expertise. However, while these elements exist under a single corporate banner, they often are controlled by discrete subsidiaries, divisions or departments. This means one division might not know what another is or isn't doing, or of what it is or isn't capable. That can lead to disjointed efforts and assets that can cause corporations to unwittingly forfeit business opportunities.

Synergy is one key to unlocking these opportunities. The savvy executive understands the need to centralize and share resources, assets and expertise to provide maximum benefit to the organization. With

a synergized enterprise, companies can expand brand awareness and corporate reach, maximize investments in people and infrastructure, achieve growth and improve return on investment (ROI).

The special focus section of this issue of *Teradata Magazine* offers an overview of how to create enterprise synergy, a dynamic look at synergy in action and the next steps for synergy-based data warehousing efforts.

Like any enterprise-wide initiative, driving toward optimum synergy can be a slow, challenging process. But once the rewards start becoming evident, your organization will see how the road to success can be a smooth ride.