

Embracing active enterprise intelligence

Survey shows more than 70% of respondents plan to adopt active enterprise intelligence.

The 2006 Annual Teradata PARTNERS User Group Conference & Expo did more than deepen users' knowledge of Teradata technology and strengthen business partnerships. It also provided a look at industry insiders' views on several key initiatives through the Teradata Data Warehouse Survey. With questions addressing topics such as active enterprise intelligence, data warehouse maturity and other data warehouse priorities, the survey had broad participation from conference attendees, and more than 40% of those who responded to the survey held management titles.

Among other insights, the survey showed:

- > Active enterprise intelligence is being widely endorsed, with more than 70% of survey takers responding they have a vision to implement it.
- > The enterprise data warehouse (EDW) remains the top priority for Teradata users who have plans to further integrate the EDW into their day-to-day operations.

Figure 1 Implementing Teradata initiatives

Reported adoption rates for the six active data warehouse technologies range from 28% to 58%.

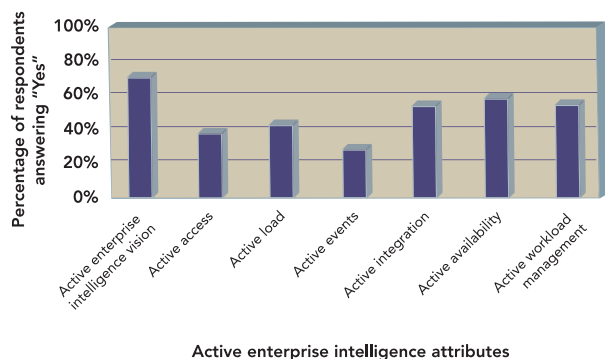


Figure 2 Predictions for data warehouse growth

More than 80% of respondents project double-digit data warehouse growth rates.

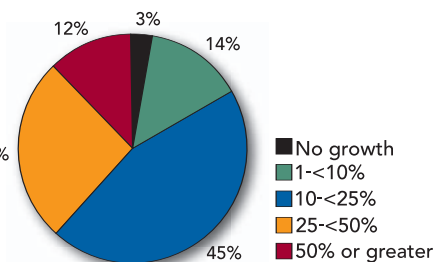


Figure 3 Priorities for 2007

Top priorities include enterprise data warehouse expansion and integration, reducing costs by improving architectural efficiency and increasing data warehouse availability.

