

# Modernize your data and analytics estate

Teradata VantageCloud Lake on AWS

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The cloud holds immense promise to transform business. However, fulfilling that promise requires an efficient data management strategy that allows your organization to focus on innovation rather than becoming mired in overseeing data.

## Contents

### 03

Modernizing in the cloud

### 07

Unlock data, activate analytics, and accelerate value

### 11

Teradata and AWS:  
A winning combination



# Modernizing in the cloud

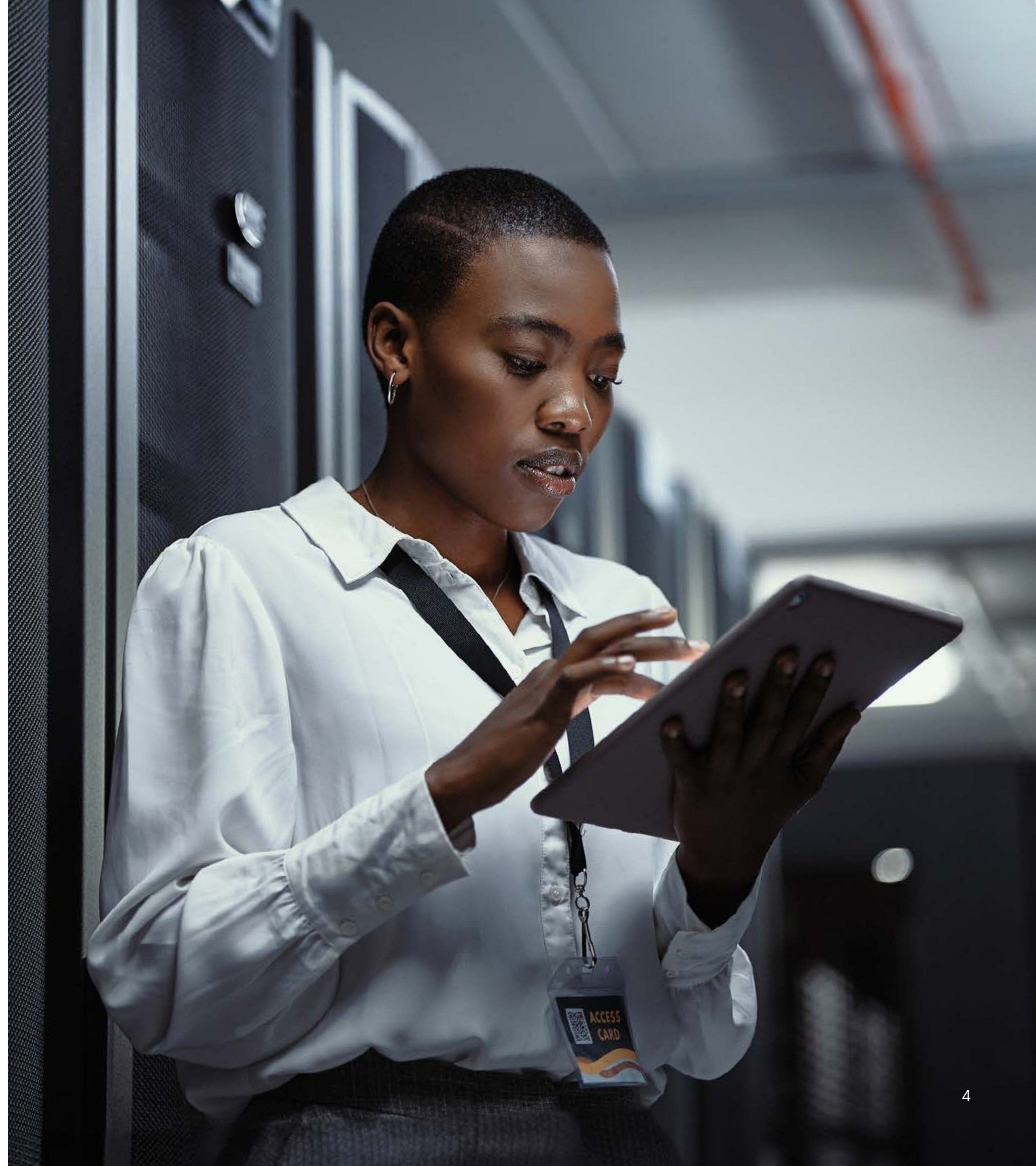
The accelerated pace of cloud migrations in the past few years has led to a proliferation of data in the cloud—data that's not always well governed. A common mistake that early cloud adopters made was to take a lift-and-shift approach, moving pre-existing data and systems to the cloud without cleaning them up first.



# Smarter data migration

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**As organizations built new deployments**, data pipelines, and data lakes on top of existing ones, it compounded the problem, resulting in a chaotic data mess. To realize the value of cloud modernization, it is critical to start with a smart data migration strategy and technology the entire organization can leverage. This is where Teradata and Amazon Web Services (AWS) are leading the way—helping companies consolidate data silos, pipelines, and workloads with a cloud-based, lake-centric approach that minimizes complexity, reduces costs, and accelerates time to value.





# It's time to clean up your data estate



## **Eliminate your data and compute mess**

When new deployments and data pipelines are added haphazardly to a data and analytics estate, it can cause a veritable flood of new data. This data often ends up being unnecessarily replicated or separated in data silos, making it difficult to access. A lake-centric approach addresses the expensive and inefficient processes caused by ungoverned data proliferation. This results in lower costs, greater agility, and analytics innovation.



## **Set the right pace**

As you consolidate your data and analytic workloads in a data lake or lakehouse, you can set the right pace for your modernization. You have control over which of your legacy platforms to modernize and which to retire. You can redesign data feeds and workflows so that they take advantage of AWS cloud-native tools and services. This thoughtful approach allows you to build a flexible and sustainable analytics environment for your business stakeholders.



## **Control costs**

Teradata VantageCloud Lake is a cloud-native solution that enables you to integrate and consolidate your data estate in a central data lakehouse. It combines the power of the Teradata VantageCloud data platform for enterprise analytics, with the flexibility, scalability, and security of AWS. Faster access, better governance, and more powerful analytics at massive scale—all at a lower total cost of ownership.

# Smarter data migration

## Benefits of VantageCloud Lake

VantageCloud Lake enables organizations to unlock data and solve complex business problems on a cloud-native architecture by:



**Collecting data** in a central lake location and making it available to multiple users with the “load once, use many times” capability



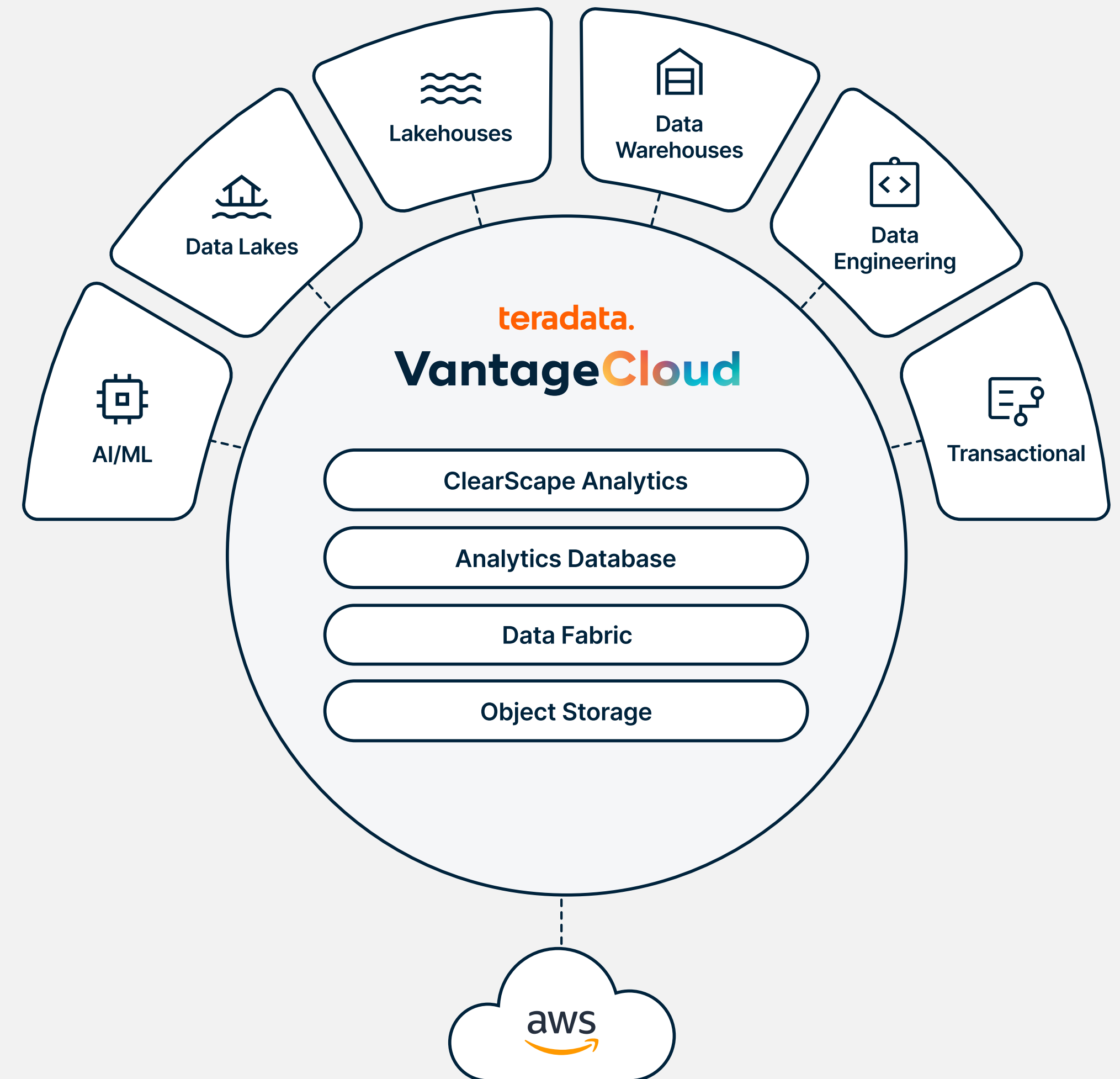
**Ensuring scalable deployments** with dynamic auto-scaling of resources



**Building distributed ecosystem** connectivity with a data fabric that enables access to data where it lives



**Enabling low-cost data storage** with a cloud-native object store



# Deployment options— the right type of cloud



## Exceptional workloads

Data analytics support critical decisions across the organization. They are some of the most important and sensitive workloads for an enterprise. Increasingly, the insights they develop are needed by more people, more frequently, for wider application across all departments and functions. Selecting the right cloud in the context of existing blends of clouds and cloud technologies for these exceptional workloads is a major strategic decision. Teradata offers customers the necessary choice and flexibility to adopt the right cloud architecture to exactly meet their requirements.



## Hybrid cloud

Hybrid cloud implementations preserve an on-premises infrastructure. Whether to maximize investment in existing infrastructure or to maintain tight control over security and performance, they combine the benefits of cloud technology with owned infrastructure to ensure cost effective, as-needed use of resources. For customers who need time to shift all strategic workloads to VantageCloud on AWS, our approach utilizes Teradata IntelliCloud and Teradata QueryGrid to help efficiently distribute workloads across multiple clouds for resilience and the best price performance.



## No need to choose

Organizations do not have to choose between hybrid and multi-cloud approaches. Teradata's technology, pricing, and licensing options give customers flexibility to deploy their data analytics in the cloud in the ways that are most effective for them. Shifting workloads and relevant data between clouds is not a turnkey event, but Teradata dramatically simplifies effective use of hybrid, multi-cloud infrastructure for critical data analytics tasks.



# Unlock data, activate analytics, and accelerate value

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**Teradata, a trusted, enterprise-savvy leader,** works with the world's largest customers to unlock the potential of their business with data and analytics. Teradata's continuous innovation in enterprise analytics and data management raises the bar to consistently accelerate value to meet the evolving needs of its customers.

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# Teradata offers solutions for every business need

## **Teradata VantageCloud**

A complete cloud analytics and data platform that allows you to democratize data access, operationalize analytics, and reduce waste through improved cost visibility and management.

## **ClearScape Analytics™**

A robust portfolio of analytic capabilities that accelerates data preparation, data engineering, model training, and model deployment at scale. It's embedded in both VantageCloud deployment options: Lake and Enterprise.

## **Teradata VantageCloud Lake**

Brings enterprise data and advanced analytics to more use cases than ever before. A next-generation cloud-native architecture scales elastically and cost-effectively to meet organizational needs. It enables complex analytics with languages and data science tools such as Amazon SageMaker Studio.

## **Teradata VantageCloud Enterprise**

VantageCloud Enterprise on AWS is used by organizations around the world to run critical, IT-managed enterprise workloads—all with the best price performance in the market.

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Teradata consistently  
garners industry recognition,  
securing top honors for our  
innovative products and  
pioneering solutions.

## FORRESTER®

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Leader in The Forrester Wave™  
**Enterprise Data Fabric, Q1 2024**

Leader in The Forrester Wave™  
**Data Management for Analytics, Q1 2023**

Leader in The Forrester Wave™  
**Cloud Data Warehouses, Q2 2023**

## Gartner®

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Recognized for our vision and execution in the  
Gartner® Magic Quadrant™ for **Cloud Database  
Management Systems**

Ranked #1 again in the Gartner® Critical Capabilities  
report for **Logical Data Warehouse and Traditional  
Data Warehouse** use cases



# Teradata scores with the New York Giants

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**The New York Football Giants** has selected VantageCloud Lake on AWS and ClearScape Analytics to connect data across customer touchpoints, delivering an outstanding fan experience. VantageCloud Lake on AWS will enable the New York Giants to leverage analytics across all sources of customer data to create a better picture of their fan base.

This fully integrated view will be an addition to the Giants' current data warehouse environment. It is expected that the insights gained will make it easier for the New York Giants to provide a stellar experience to its fans, delivering more tailored offerings based on customer behavior, demographics, and lifetime value.





# Teradata and AWS: A winning combination

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**With the option to separate compute** from storage, cost-effective scaling, and integrations with more than 20 AWS services, Teradata and AWS offer great advantages together. You can innovate faster, scale smarter, and govern better.

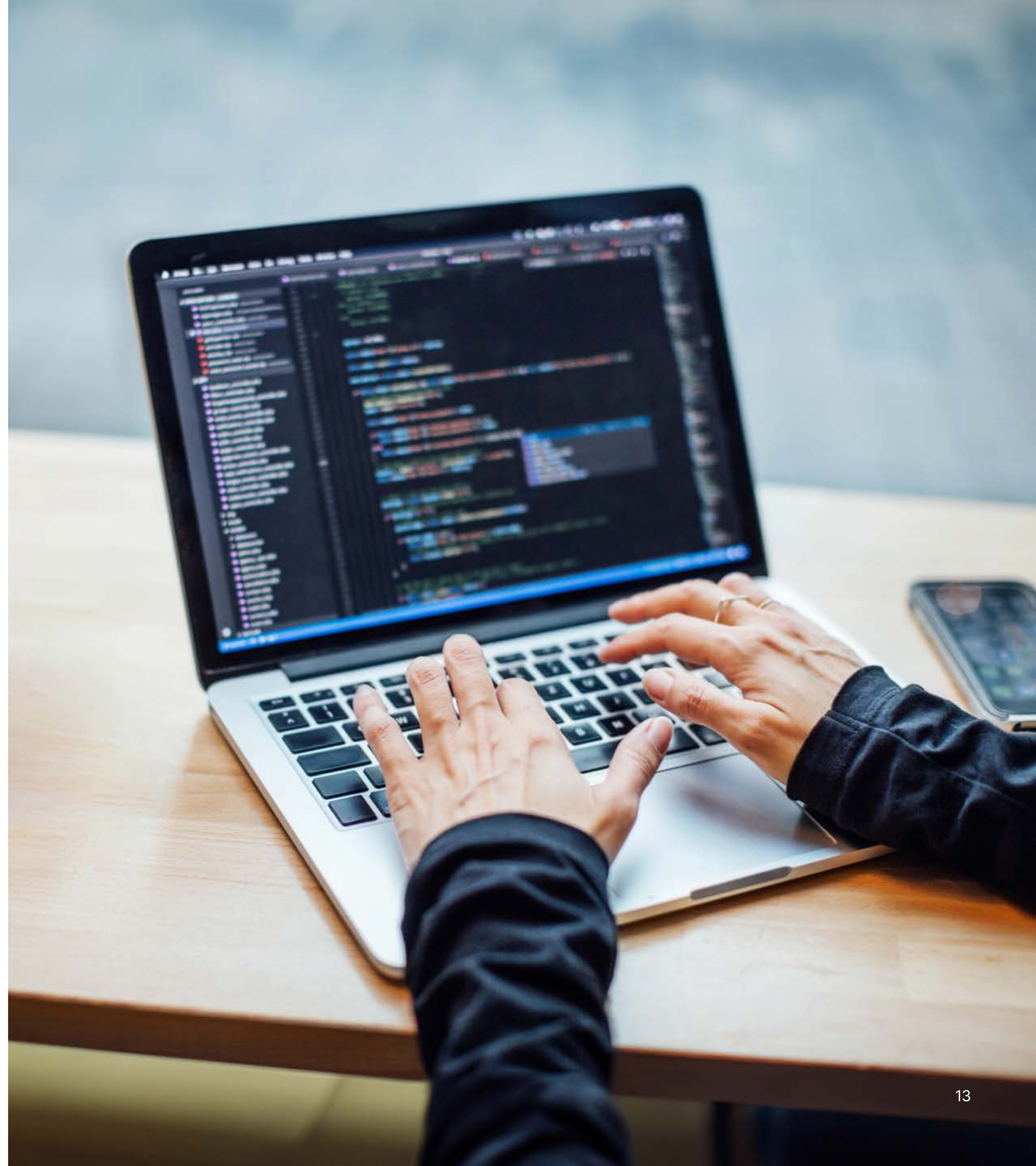


Business outcomes like a strong return on investment (ROI), faster time to value, and smooth operations are supported by a slew of technology benefits that come from modernizing your workloads in the cloud. These benefits accrue even faster with the dedicated migration support for workloads through the ISV Workload Migration Program offered by AWS, which simplifies the migration process and reduces costs for customers interested in migrating on-premises workloads to the cloud.

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Teradata VantageCloud is the only platform to offer the massively parallel processing (MPP) architecture that enables best-in-class vertical and horizontal scaling of models, in-database functions, and data pipelines used in predictive AI/ML and generative AI applications.

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# Critical business success with Teradata and AWS



## **Making you enterprise-ready:**

A recognized industry leader, Teradata's unique VantageCloud Lake solution allows you to consolidate and modernize old and new workloads at enterprise scale.



## **Providing a comprehensive, end-to-end analytics platform:**

Set the pace for modernization as you consolidate data and analytics workloads in a data lake or lakehouse. Decide which legacy platforms to modernize or retire. Redesign data feeds and workflows to take advantage of new cloud-native tools and services. Build a flexible and sustainable analytics environment for your business stakeholders.



## **Offering price predictability:**

You can now control costs and maximize resource performance with set pricing models.



## **Calibrating scalability:**

Say goodbye to overprovisioning. Run millions of queries, thousands of users, and hundreds of applications in a single day with right-sized resources, thanks to smart scaling and the superb throughput concurrency for queries at any time.



# Migrate and modernize with Teradata and AWS

The combination of VantageCloud Lake on AWS, including ClearScape Analytics, eliminates complexity and accelerates time to value while giving you full control over costs. Integrations with Amazon S3, Amazon SageMaker, Amazon EMR, AWS Glue, and Amazon QuickSight allow your teams to be more nimble, experimental, and innovative with tools of their choice. Contact Teradata today to learn how you can modernize your data and analytics estate with VantageCloud Lake on AWS.





## About Teradata

At Teradata, we believe that people thrive when empowered with trusted information. That’s why we built the most complete cloud analytics and data platform for AI. By delivering harmonized data, Trusted AI, and faster innovation, we uplift and empower our customers—and our customers’ customers—to make better, more confident decisions. The world’s top companies across every major industry trust Teradata to improve business performance, enrich customer experiences, and fully integrate data across the enterprise.

Learn more at [Teradata.com](https://www.teradata.com).

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