

TERADATA®

THE BEST
DECISION
POSSIBLE™

DATA TRANSPARENCY TOWN HALL MEETING

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A Question...

How much
financial data does
the US
Government have?



The Real Value of Data

“ The price of light is less than the cost of darkness.

— Arthur C. Nielsen, Market Researcher & Founder of ACNielsen

“ I never guess. It is a capital mistake to theorize before one has data. Insensibly one begins to twist facts to suit theories, instead of theories to suit facts.

— Sir Arthur Conan Doyle, Author of Sherlock Holmes stories

Three Key DATA Act Solution Areas

- ✓ Compiling the Data
- ✓ Publishing the Data
- ✓ Analyzing the Data



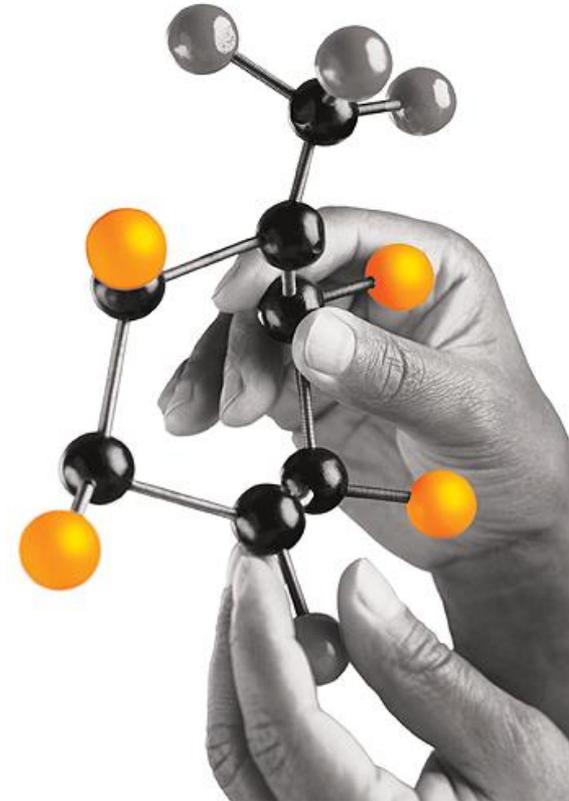
Compiling the Data

Design Efforts (Foundational)

- Master Data Management
- Logical Data Model
- Source System Identification and Understanding

Operational Activities (Ongoing)

- Extract, Transform and Load (ETL)
- Data Cleansing
- Validation



Master Data Management

1. Supports the **global identification and linking** of “master” business entities and the relationships between them across the enterprise.
 1. Customer (CDI Customer Data Integration) including Business Partners, Employees and other “parties”
 2. Product (PIM Product Information Management) including supplies and parts
 3. Locations
 4. Reference data
2. Creates and manages a **central repository** of master data.
3. Provides ongoing master data **stewardship and governance** capabilities through monitoring, corrective action, workflow and reporting.
4. Enables real time **integration** / synchronization of a single view of master data.

Publishing Data

Major Considerations

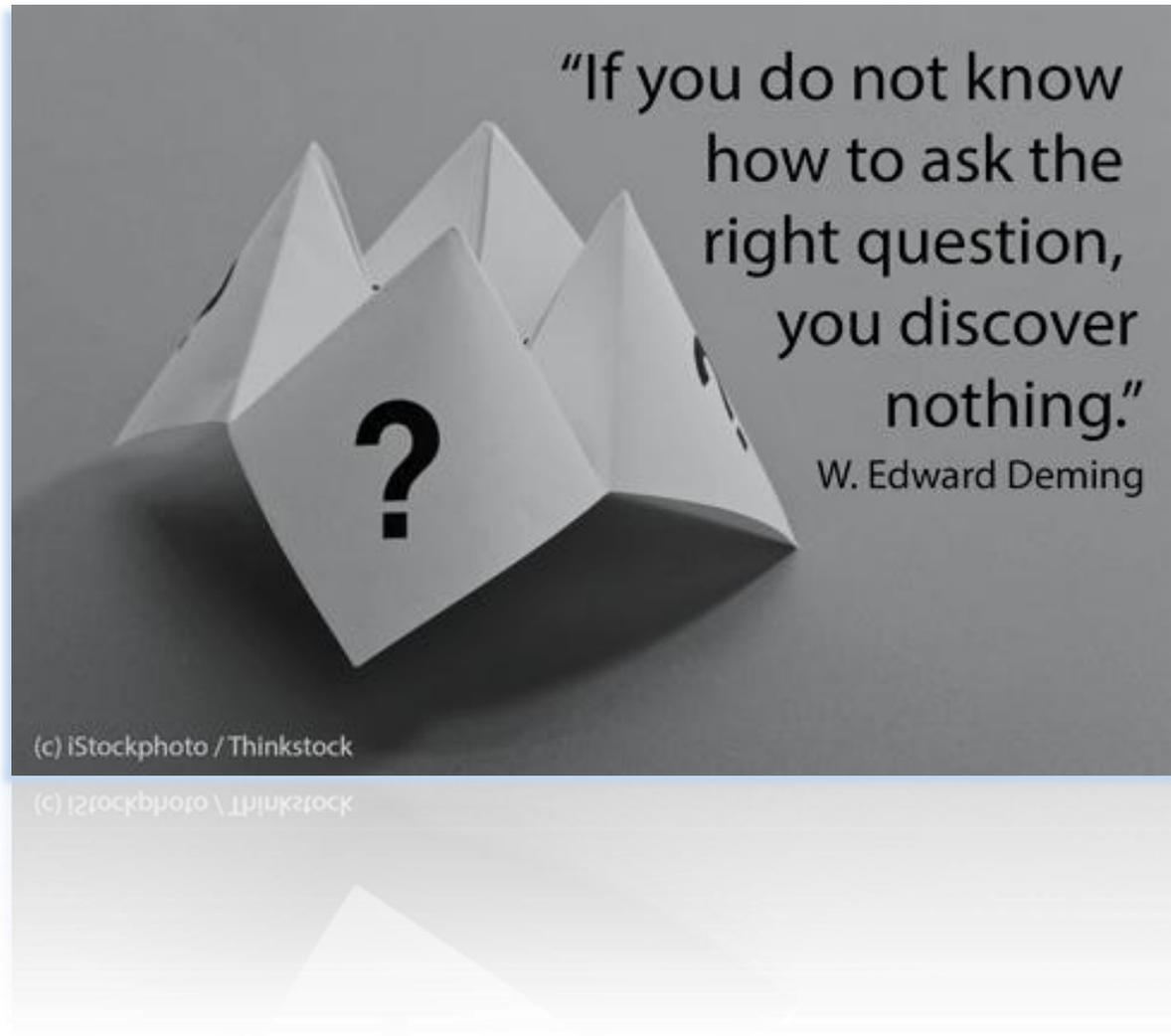
- Data is Architected for Re-use
- Machine-Readable
- Data is Current, Accurate and Available



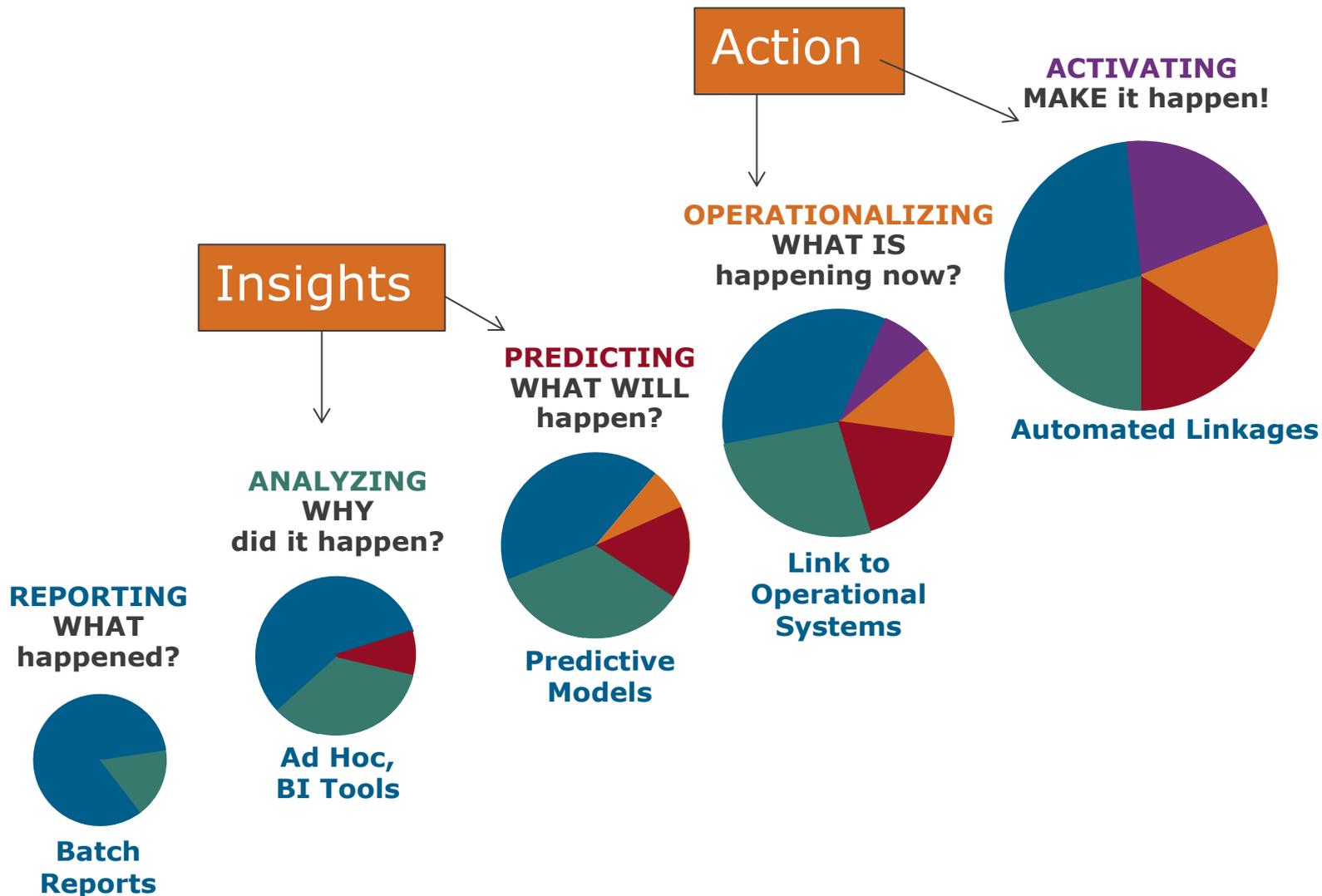
Case Study – Shanghai Stock Exchange

- Big Data (Asset Valuation is 20% of China's GDP)
- Designed *above and beyond* Compliance
- Adopted eXtensible Business Reporting Language (XBRL)
- Enterprise Logical Data Model a key success factor
- Created an Innovation Lab to promote usage of Data
- Dual System Disaster Recovery Architecture

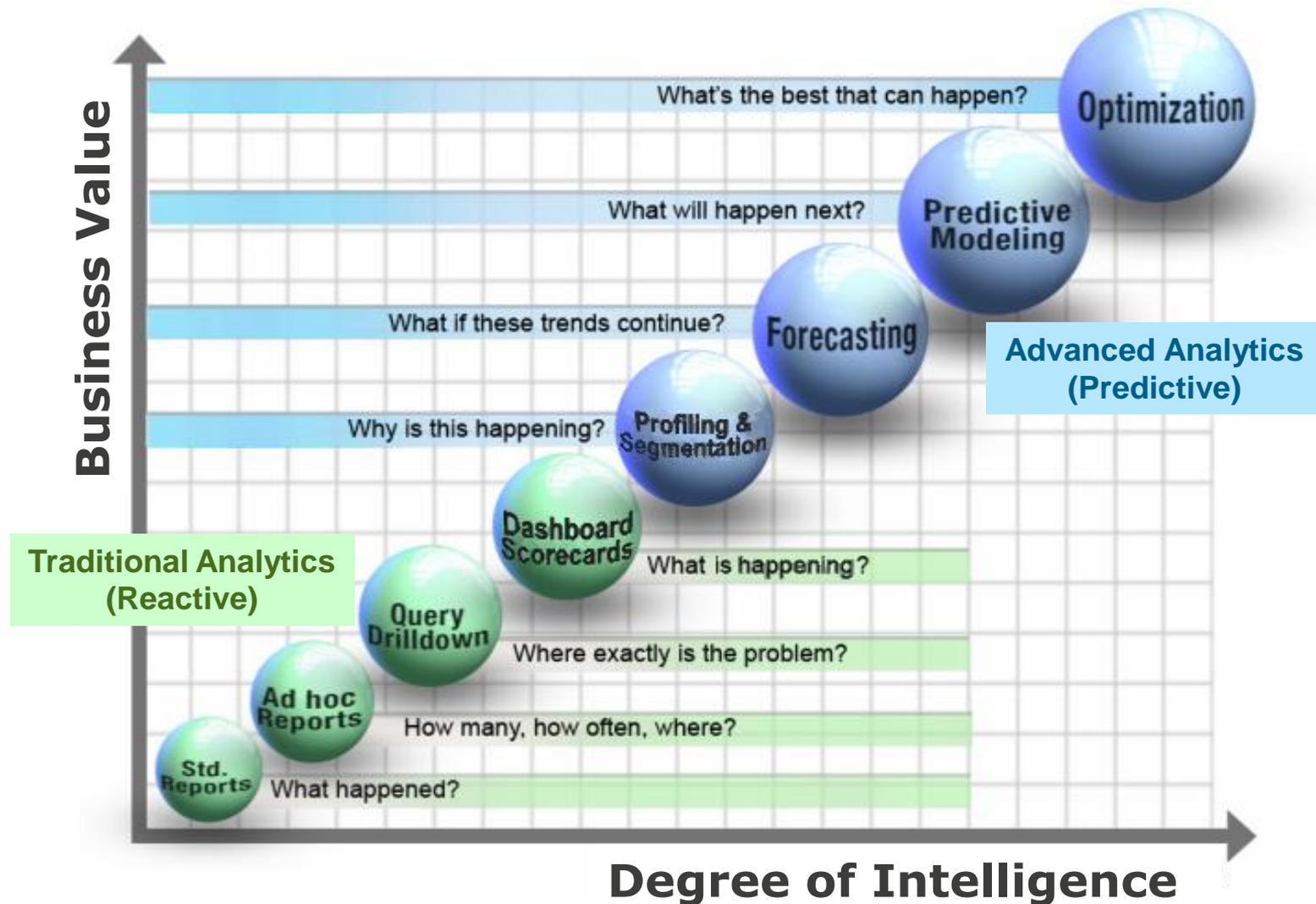
Analyzing the Data (Analytics)



Analytics Maturity Model



As Analytics Become Critical...



The Possibilities

- **Grants Data** overlaid on a map – giving Agencies the ability to coordinate grant activities
- Searchable **Contract Data** – enabling better Procurement through information sharing
- Data Portability – the ability to **combine and analyze** Agency information with government-wide Data
- **Historical Analysis** –the ability to track Financial Data beyond the normal 3-5 year window
- **Benchmarking** – the ability to quickly compare Agency performance government-wide on any key Financial Metric
- Reducing **Fraud** and Improper Payments
- Developing stronger **relationships** with Constituents, Congress and Beneficiaries
- Aggregated data for improved **risk management**

Teradata Corporation - Overview

Teradata Highlights

- Member of S&P 500
- NYSE: Symbol TDC
- Global Leader in Enterprise Data Warehousing for 35 years
 - > EDW/ADW Database Technology
 - > Analytic Solutions
 - > Consulting Services
 - > More than 1,000 customers and 2,500 installations
 - > 10,000 employees, 60 countries
- Positioned in Forrester's and Gartner's Leaders Quadrant in data warehousing since inception

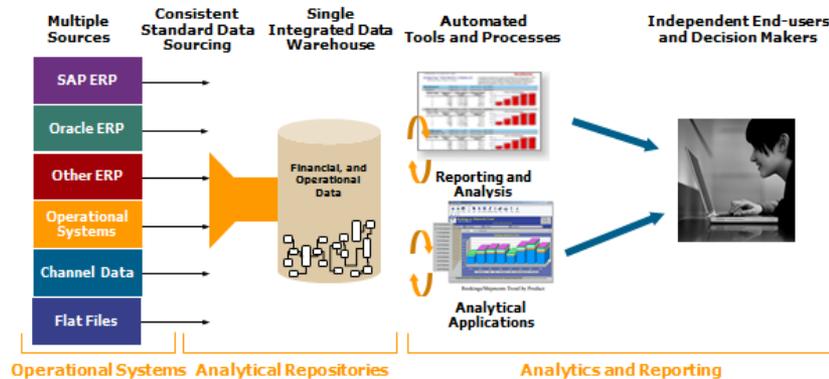
Awards

- Leading Global Software Company
- FORTUNE 500 - Top 10 U.S. computer software company
- InformationWeek's Top 10 Most Strategic Vendors
- Intelligent Enterprise 'The Dozen'
- BusinessWeek InfoTech Top 100
- Ethisphere Institute - Top 100 World's Most Ethical Companies



Teradata's Differentiation

DO MORE *Integration*



TERADATA

Data Oriented Approach Applications Moved to Data

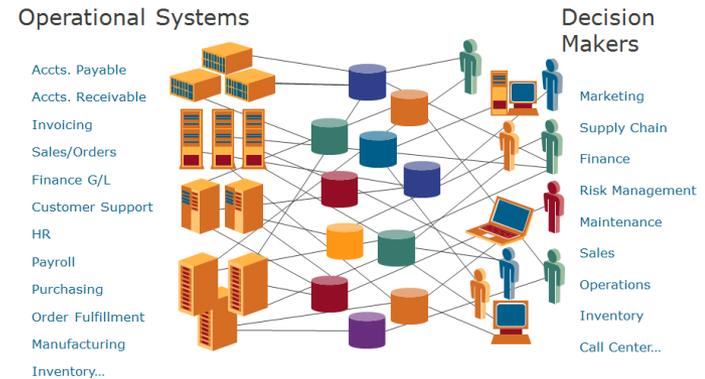
- ☑ Minimize Data Movement
- ☑ Load Once, Use Many
- ☑ Greater Analytic Flexibility
- ☑ Natural Scalability
- ☑ Application Agnostic

Additional Insights

[Finance Optimization Point of View](#)

[Unleash the Power of the CFO](#)

WITH LESS *Fragmentation*



ORACLE

IBM

SAP

Application Oriented Approach Data Moved to Applications

- ☑ Unproductive Data Movement
- ☑ Increased Data Replication
- ☑ Pressure to Aggregate
- ☑ Scalability Constraints
- ☑ Data Hardwired for Today's Applications



33 years of Government Experience



California



Ohio



Michigan



Minnesota



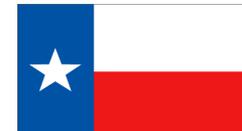
Illinois



Iowa



New Jersey



Texas



New York



Arizona



Utah



Maryland



Missouri



Oklahoma

Teradata's Global Industry Success

90%

Top 20 Telecommunications

75%

Top 20 Retail

70%

Top 20 Financial

65%

Top 20 Travel and Transportation

55%

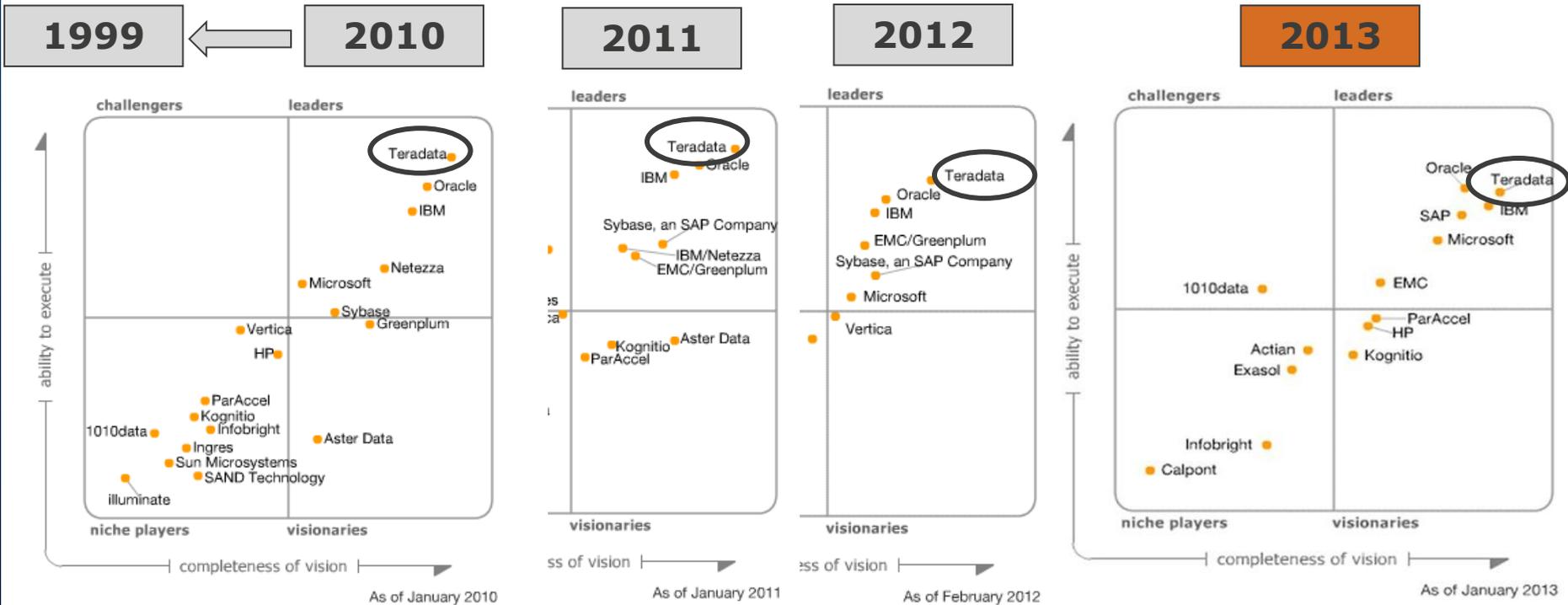
Top 20 Healthcare

50%

Top 20 Manufacturing

Based upon 2012 Fortune Global 500 data released July 2013

Teradata: The Consistent Leader



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In 2014, Teradata's leadership continues...

Teradata positioned as Leader in Gartner's 2014 DW DBMS Magic Quadrant



Teradata continues to be the "point of Reference" vendor in data warehousing

The customer base continues to value Teradata and invest in its technology

Teradata continues to demonstrate its Consistent ability to deliver on market trends, reliably meeting customer demand

Teradata continues to further support the LDW with Unified Data, AsterData and Hadoop

Magic Quadrant Database Management System
Mark Boyer, Research Analyst

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The Forrester Wave™: Enterprise Data Warehouse, Q4 '13

- Teradata was cited as a leader in the 2013 Forrester EDW Wave .
- Teradata is TOP RANKED among all reviewed vendors for "strategy" and for "current offering" categories.
- Teradata received top scores in over 75% of the categories.



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TERADATA

Teradata Partners

Strategic Partners – ADD SAP



Business Intelligence (Analytic Applications, Reporting, Visualization)



THE BEST
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Teradata Partners

Data Acquisition, Integration



Security



Horizontal Analytics



Hadoop



Aster



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QUESTIONS