



SAS and Teradata

Dramatically improving enterprise decision making in government



SAS and Teradata in a Snapshot

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. With innovative business applications supported by an enterprise intelligence platform, SAS helps customers at 44,000 sites – including the 15 federal departments and all 50 states – improve performance and deliver value by making better decisions faster. Since 1976 SAS has been giving customers around the world THE POWER TO KNOW®

Teradata Corporation, the global leader in data warehousing and analytic technologies, provides solutions that help make smart organizations smarter. Teradata gives organizations the people, technology, innovation and a world-class network of customers and partners enabling them to gain an enterprise view of the data for decision support. With Teradata, actionable intelligence translates to positive mission impact.



**THE
POWER
TO KNOW®**

It's one of today's most pressing business challenges: How do you transform expanding data volumes into business intelligence that drives smarter, faster strategic decisions across your enterprise?

The investments agencies make in enterprise analytics testify to the importance of this challenge. They hope that leveraging analytics across supply chains, risk, finance, IT and other mission areas will do more than reduce costs: The enhanced decision making will deliver productivity and efficiency resulting in positive mission impact.

A new strategic partnership between Teradata Corporation and SAS will enable our many customers and prospects to turn that hope into reality. As we tighten the integration of our solutions and technologies, our customers will realize unprecedented benefits from their investments in data warehousing, data integration, business intelligence and analytical decision making.

A Joint Technology Road Map

Traditionally, numerous factors have undermined the promise of growing data volumes and their accompanying analytics. Most notably, once data grows past a certain point, some solutions cannot handle the volume. Performance slows, there is a failure to process full data sets due to scalability limits, and the proliferation of limited-use data marts costs the agency time and money that the results don't justify.

The SAS and Teradata expanded partnership addresses these concerns. The core of the partnership is the ability to run and enhance key aspects of SAS® solutions and analytic processes within the Teradata engine. Running the SAS functions inside the Teradata environment allows you to capitalize on accelerated run times, reduced data movement and data redundancy, and faster, more accurate analytical development and processing.

To that end we've created a joint research and development road map that phases in increasingly tighter levels of integration between the companies' offerings. Shared customers and prospects can take advantage of both vendors' core strengths:

- **Teradata** – Enterprise data warehousing and analytical data set development.
- **SAS** – Enterprisewide business intelligence, data integration (including data quality), analytics (including data mining) and solutions (horizontal and vertical).

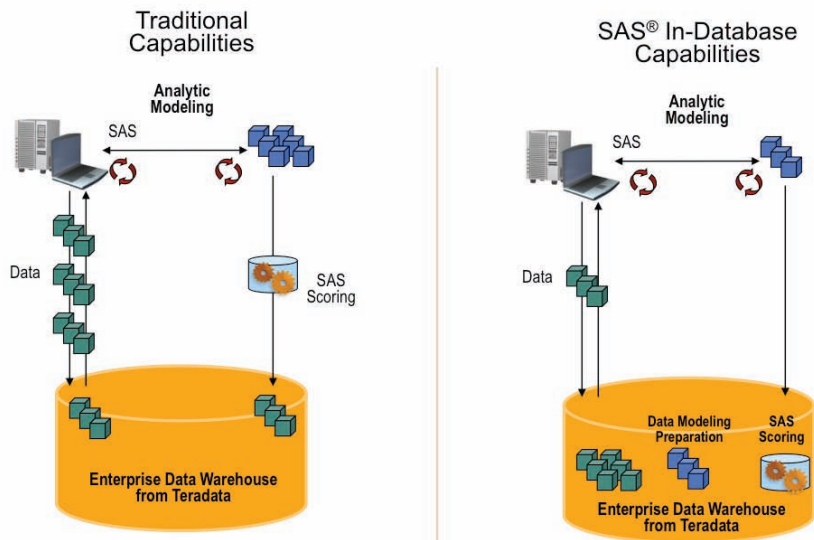
The result is that even as you enjoy increased functionality and performance, you will reduce enterprise risk and the total cost of ownership.

The Teradata and SAS Center of Excellence

The Teradata and SAS Center of Excellence characterizes the initial phase of this partnership. The center features a dedicated team of solution architects and technical consultants who help you use our solutions to optimize the performance of your existing and future IT infrastructure. The team possesses decades of experience and expertise in:

- Teradata data warehousing, client tools, data modeling and warehousing best practices.
- SAS products, applications and solutions.
- Industry-specific domain knowledge in government, financial services, insurance, healthcare, retail and communications.
- IT infrastructure (servers, storage, database and network).
- Data integration, business intelligence and analytical software development methodologies.

Deliverables include architecture assessments and recommendations, proofs of concept, benchmarking and sizing analyses, and customized consulting services.



SAS and Teradata Analytical Architecture

Top 10 Benefits of the Teradata and SAS Partnership

With the Teradata and SAS partnership, you will get world-class Teradata technology and data warehousing expertise combined with renowned SAS solutions and analytics. The transparent integration of our optimized solutions will:

- Enhance enterprise-level decision making.
- Leverage existing investments in data warehousing, business intelligence and analytical decision making.
- Reduce total cost of ownership.
- Enable leadership to make faster, viable decisions with more precise information.
- Improve data quality, data consistency and data governance for regulatory requirements.

- Improve insight and agility with a broader suite of enterprise analytics.
- Foster a more collaborative environment with sharable and reusable analytic data and results.
- Simplify data management tasks.
- Ensure full scalability as your data volume grows.
- Enhance IT staff productivity.

“As a result of integrating SAS and Teradata technologies, we have reduced overall processing time to run our forecasting model from 36 hours to 1 hour and 15 minutes.”

Thomas Tileston

Vice President of Business Decision Support, Warner Home Video



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