

Data Integration Challenges

Superior data integration is essential for applying powerful business analytics across the enterprise, but success is currently hampered by:

- Slow, inefficient ETL processes that can take hours or days to execute.
- Manually coded, time-intensive data integration development.
- Massive and frequent data movement.
- Difficulty tracing data changes across systems and assessing the impact of those changes.

Solution Highlights

- SAS Data Integration and Teradata systems empower you to speed data transformations and get the most value from existing infrastructure assets.
- SAS Data Integration's easy-to-use GUI helps you create reusable data integration processes, thus dramatically reducing development time and maintenance.
- SAS' new ELT (extract, load and transform) capabilities for Teradata significantly reduce processing time, because:
 - Pushing transformation processing into your Teradata system reduces network traffic and eliminates unnecessary data movement.
 - The Teradata high-performance parallel architecture accelerates transformation processing.
- The SAS common metadata framework facilitates greater awareness of other SAS analytic data sources, as well as the data lineage and impact analysis capabilities that support data governance and data change analysis.

SAS and Teradata Business Insight Advantage Program

Accelerating and Streamlining Data Integration

The unique SAS and Teradata Business Insight Advantage Program facilitates simplified data management, innovative insights and rapid, accurate decision making by unifying the industry's best technologies into the first, integrated solution of its kind. The program delivers unparalleled data management, analytics, and reporting capabilities, with a lower cost of ownership, reduced risk, and the inherent ability to grow.

Data integration is a critical piece of the SAS and Teradata Business Insight Advantage Program, because improved data integration responds to one of today's most frustrating IT challenges: most ETL (extract, transform, and load) processes and warehouse infrastructures struggle to support *all* of an organization's data integration needs.

Among the biggest frustrations are a failure to deliver business intelligence with the speed and accuracy that business users demand and an inability to meet auditors' mandates for complete data transparency. In contrast, with a unified and comprehensive data integration environment from SAS and Teradata®, you can cost-effectively manage the full range of enterprise data integration demands.

New features in SAS Data Integration make it possible to exploit Teradata's extraordinary parallel processing capabilities by directly accessing Teradata's high-performance load utilities, extended SQL functions, and database transformations to build fast, efficient, reusable integration workflows. What's more, SAS simplifies the all-important activity of

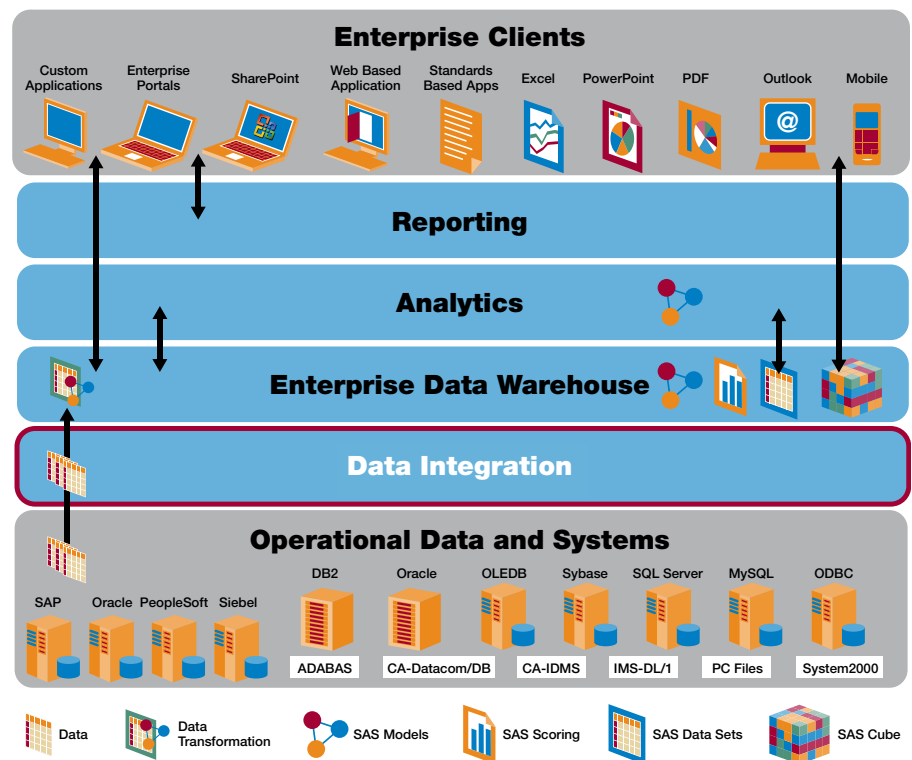


Figure 1: The SAS and Teradata Business Insight Advantage Program accelerates and streamlines data integration in a unified environment.



metadata management across Teradata and other source systems. Shared metadata provides consistent definitions across all SAS tools to speed integration projects, simplify design, and reduce maintenance costs.

Optimizing Transformation with ETL and ELT

With SAS Data Integration's interactive and easy-to-use development environment, you can readily create integration process workflows that extract data from virtually any data source, transform it, and load it into Teradata. In addition, SAS Data Integration can now intelligently determine if the processing can be done entirely inside Teradata's parallel environment. This ELT (extract, load, and transform) option can significantly improve performance because it reduces unnecessary data movement across the network and leverages Teradata's high-speed parallel processing technology.

Best of all, SAS Data Integration provides a single design interface for data integration developers, regardless of whether their transformations will be processed inside a Teradata system or via the SAS server engine, thus greatly streamlining the design process.

Speeding ROI

The flexibility to perform both ETL and ELT with one easy-to-use tool saves you time and reduces training costs. But the banner advantage of SAS Data Integration with Teradata is the ability to speed data integration processes.

SAS Data Integration's desktop GUI has graphical "pushdown indicators"

that show which transformations will pass directly to Teradata, enabling you to identify optimization and determine the best place to process transformations. Improving these data integration processes dramatically shortens overall processing, speeds delivery of new projects, and increases your organization's return on investment in the Teradata platform.

Centralized, Superior Metadata Management

SAS also provides superior metadata management capabilities that automatically capture metadata from both source systems and the Teradata system to create a common centralized metadata environment. With SAS Data Integration, users can manipulate the metadata quickly to develop reusable business rules for transformation processes that clean, standardize, and enhance data.

With a 360-degree view of enterprise metadata and the ability to embed reusable rules in automated processes, you can more easily manage master data to meet data governance requirements. Because data transformations are easily traceable in the SAS metadata environment, you can perform impact analyses to assess the effect of changing existing objects such as columns, tables, and processes. Moreover, to prove regulatory compliance, you can use reverse impact analysis to track data change history.

Benefits of SAS and Teradata Partnership

With the SAS and Teradata partnership, you'll get unmatched SAS data integra-

tion, analytics, and reporting with world-class Teradata technology and data warehousing expertise. Our partnership provides a compelling and robust business analytics and data warehousing environment from two industry leaders that allow organizations to:

- Focus on higher-value business opportunities and deliver top-line and bottom-line growth faster.
- Expand the use of analytics to drive proactive, evidence-based decisions by eliminating technology barriers.
- Derive greater value from existing technology and information assets, reducing risk and your total cost of ownership – all from one partnership.

To learn more about the value of bringing together SAS and Teradata, contact your SAS and Teradata representative or visit us at www.sas.com/teradata or Teradata.com/SAS.

About SAS and Teradata

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW® www.sas.com

Teradata, the global leader in enterprise data warehousing and analytic solutions, provides powerful and easy-to-deploy solutions for companies of all sizes. Teradata customers receive the innovation, consulting services, technology, and industry-specific applications for a smarter enterprise to compete and lead in their markets. Teradata.com

