

Combine the Advanced Analytics of Teradata Vantage With the Worldwide Reach of Google Cloud

Migrate and Modernize Your Analytics

Teradata Vantage™ is the connected multi-cloud data platform for enterprise analytics. It unifies everything—data lakes, data warehouses, analytics, and new data sources and types. Tapping into the power of Google Cloud and priced for flexibility, Vantage on Google Cloud delivers unlimited intelligence.

Optimize performance and costs by scaling compute or storage as needed. Get answers fast without moving data or writing complex code. Join with and query data in Google Cloud Storage, Dataproc, and more. Integrate with preferred data pipeline, AI/ML, and visualization tools such as Google Cloud Dataflow, Data Fusion, and Looker.

As-a-Service Offering

Vantage on Google Cloud is an as-a-service offering for analytics from start to scale. It provides secure, scalable, single-tenant environments in which Teradata provisions and maintains the Vantage system so that customers can focus on analytics, not IT administration.

Subscriptions include the full Vantage platform stack including Teradata software, Google Cloud resources, and environment management. Teradata handles performance, security, availability, and operations. Choose Blended pricing for maximum predictability or Consumption pricing to pay only for what’s used.

Your Tools, Your Way

Vantage supports multiple languages and tools: SQL, R, Python, Jupyter, RStudio, and more. Connect seamlessly through industry-standard plug-ins, extensions, and connectors. Minimize risk and maximize efficiency by migrating and modernizing existing applications and analytic functions.

Unified Environment

Vantage combines descriptive, predictive, and prescriptive analytics with autonomous decisioning into a powerful integrated platform. Apply sophisticated embedded functions and world-class workload management for the best possible answers from all available data.

Superior Business Benefits

- Advanced analytics using virtually any data in place
- Ease of use powered by a modern cloud platform
- Quick scaling via Vantage Console or API calls
- Peace of mind from recurring audits, encrypted data
- Top user productivity driven by 99.9% availability SLA
- Max time savings from patches, upgrades, backups

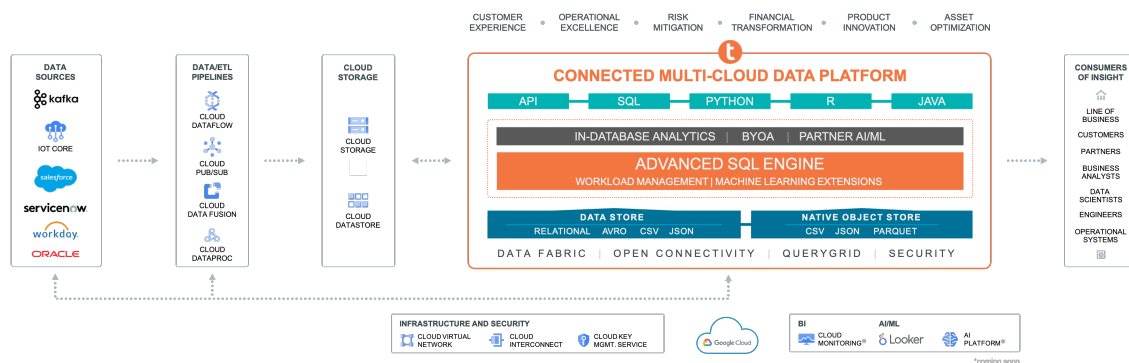


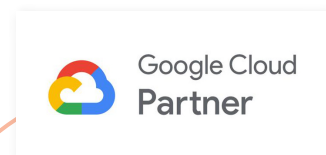
Figure 1. Teradata Vantage Integrates With Many Google Cloud First-Party Services.

Use Teradata Vantage on Google Cloud to solve complex analytical challenges.

Use Cases	Requirements	Key Benefits
<p>Production Analytics</p> <ul style="list-style-type: none"> Fraud detection Churn mitigation Sales personalization Asset maintenance optimization and risk reduction 	<ul style="list-style-type: none"> Performance and reliability at scale Ingestion of different data types from various sources Support for popular tools, technologies, and services 	<ul style="list-style-type: none"> Run concurrent queries using data in Google Persistent Disk and Google Cloud Storage Use 100% of available data to deliver unified analytics without having to move data Integrate with favorite tools and technologies such as Informatica, Looker, MicroStrategy, Qlik, Tableau, and more Choose from myriad prebuilt analytic functions including path, pattern, and attribution
<p>Test and Development or Proofs of Concept</p> <ul style="list-style-type: none"> Temporary, full-feature systems 	<ul style="list-style-type: none"> On-demand environments Support for popular tools, languages, and processes 	<ul style="list-style-type: none"> Run test/dev workloads on Google Cloud separate from production environments Spin up a fully-functional proof of concept environment on Google Cloud and turn it off when done Build with preferred tools and languages (e.g., SQL, Python, R, open source, commercial)
<p>Discovery Analytics</p> <ul style="list-style-type: none"> Explore fresh data sets Join owned with partner data 	<ul style="list-style-type: none"> Rapid deployment in a secure environment Consistent software with production systems 	<ul style="list-style-type: none"> Empower business analysts and data scientists to load and join data on their own on Google Cloud Try new ideas fast without disrupting operational environments or requiring multiple levels of approval
<p>Business Continuity</p> <ul style="list-style-type: none"> Disaster recovery 	<ul style="list-style-type: none"> Independent from test/dev Cost-effective, scalable solution 	<ul style="list-style-type: none"> Separate compute and storage on Google Cloud to create an agile, cost-effective DR solution Coming soon: Teradata Disaster Recovery as-a-Service (DRaaS) using Google Cloud infrastructure
<p>Cloud Migration</p> <ul style="list-style-type: none"> License portability from on-premises to the cloud and multi-cloud 	<ul style="list-style-type: none"> Modernized analytics ecosystem Optimization of existing investment Reduced migration risk 	<ul style="list-style-type: none"> Transfer on-premises analytic applications and workloads with minimal re-work Rightsize systems by starting small and scaling only when needed Coming soon: Move to cloud on any timeline with DRaaS on Google Cloud to back into the migration

About Teradata

Teradata is the connected multi-cloud data platform company. Our enterprise analytics solve business challenges from start to scale. Only Teradata gives you the flexibility to handle the massive and mixed data workloads of the future, today. Learn more at [Teradata.com](https://www.teradata.com).



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