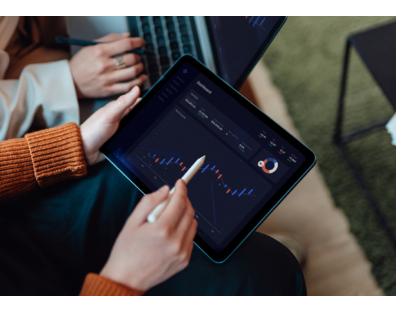# Accelerate Analytics with Self-Service Reference Data Management

As data volumes grow and systems multiply, managing reference data becomes increasingly complex. Inconsistent code sets, manual processes, and siloed spreadsheets slow down analytics and reduce confidence in insights. Teradata Reference Data Manager (RDM) solves this challenge by empowering business users with intuitive, self-service tools to manage hierarchies, code sets, and mappings without IT involvement. With automated alerts, Excel uploads, and traceable governance, RDM ensures accurate, agile analytics across the enterprise.

Reference data defined

As data volumes swell and more data sources converge, it becomes increasingly difficult to aggregate and analyze information for agile business decisioning. Nearly 40% of the tables in a data warehouse store reference data—usually in the form of codes and hierarchies—that defines everything from industry to country to transaction type or customer preferences. Consistent, accurate reference data is essential for advanced analytics, serving as the foundation to aggregate, connect, and contextualize business information. Empowering business users with intuitive, self-service tools is essential for agile reference data management—enabling them to visualize, update, and publish data proactively without relying on IT.

Unlock agility with Teradata Reference Data Manager

The Teradata Reference Data Manager is a self-service solution developed for enterprises interested in increasing their analytic accuracy, improving data security, and gleaning rapid insights powered by reference data. It delivers the following capabilities:

Business Self-Service

- Dashboard-driven web UI for self-service enrichment, maintenance, and publishing of hierarchies, code sets, mappings, and other reference data attributes
- Direct Microsoft Excel upload into the Teradata Database with governance

Business Agility

- Automated alerts and email notifications that eliminate manual processes and enable proactive maintenance to deliver analytics faster, reduce errors, and minimize new development cycle times

Visibility and Compliance

- Traceability and visibility of all updates of granular data back to source systems, roll-back capabilities, and role-based security

Trusted Analytics

- Effective analytics with improved data quality, visibility, and self-management of reference data
- Time based analytics with Rewind enabling 'What-if', 'Point in Time', and 'Period over Period' analysis

teradata.

Delivering real impact with Teradata

Having accurate reference data is critical to any organization's success, as it informs daily decisions, provides business feedback, and forecasts future endeavors. Data accuracy means better, more informed business decisions, and the speed at which data can be accessed keeps organizations agile and flexible.

Teradata Reference Data Manager addresses issues of data consistency, governance, quality, security, expense, and labor with a mature, stable, and cost-effective solution. With Teradata, enterprises can improve analytics accuracy and agility with trust, speed, and scale.

About Teradata

At Teradata, we believe that people thrive when empowered with trusted information. We offer the most complete cloud analytics and data platform for AI. By delivering harmonized data and Trusted AI, we enable more confident decision-making, unlock faster innovation, and drive the impactful business results organizations need most. **See how at Teradata.com**.

Major U.S. retailer reported 30% decrease in month-end close due to Teradata Reference Data Manager alerts, escalations, and self-service Excel uploads.

Specialty retailer used Teradata Reference Data Manager to streamline supply chain management and business process set-up, improve strategic vendor partnership, and enhance communications and data accuracy with proactive monitoring and alerting.