It’s time to clean up your data mess.

Rein in the chaos with a lake-centric approach.

With the global economic slowdown comes the need for businesses to cut costs and improve agility. You need to do more with less. Less complexity, less budget, less environmental impact. And you need more agility, more innovation, more profit.

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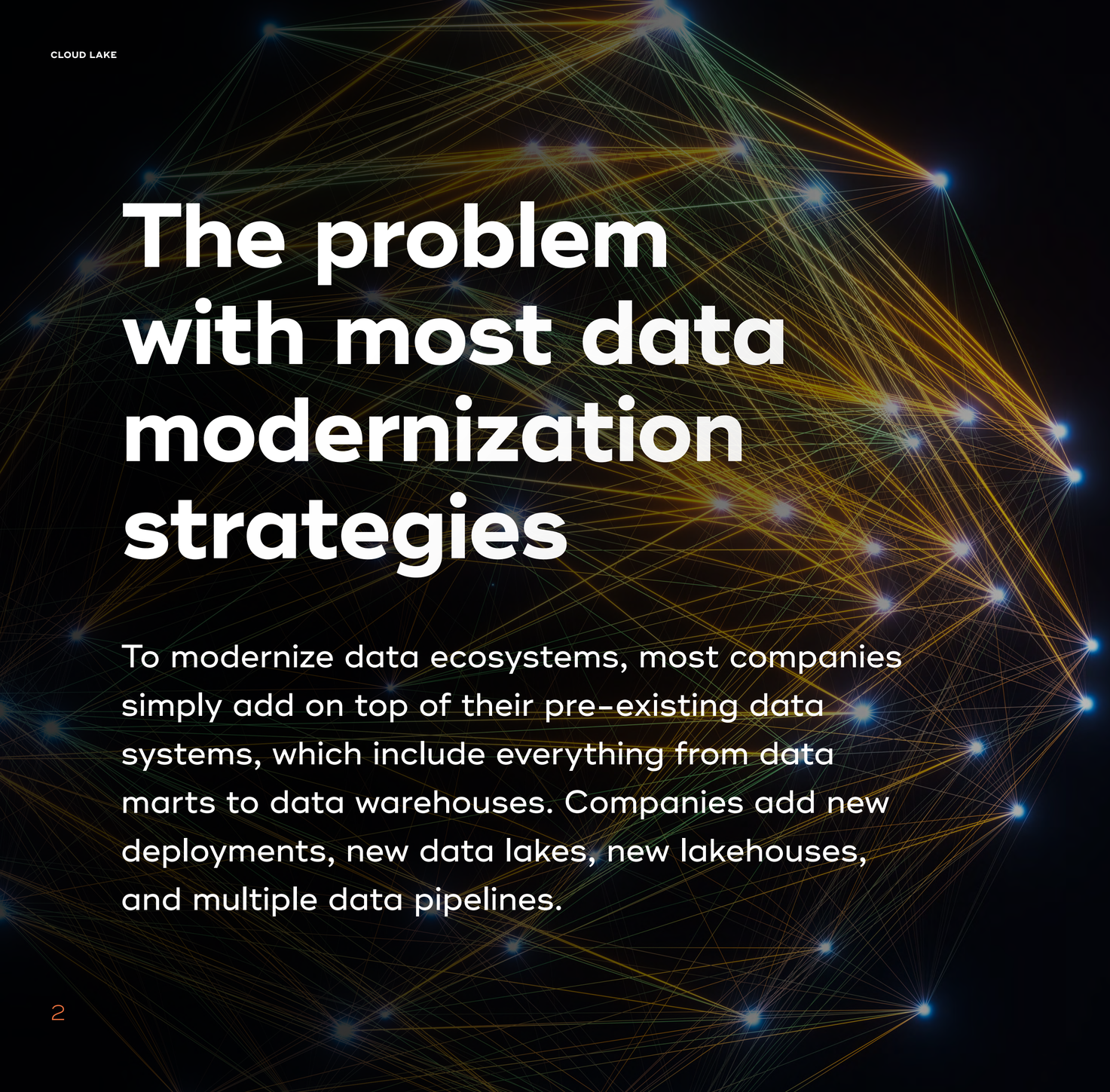

The problem with most data modernization strategies

To modernize data ecosystems, most companies simply add on top of their pre-existing data systems, which include everything from data marts to data warehouses. Companies add new deployments, new data lakes, new lakehouses, and multiple data pipelines.

This leads to:

Increase in tech debt

Data warehouses are gradually being abandoned and are considered costly tech debt. Data marts separate information into inaccessible silos. Hadoop systems, originally promising low-cost storage options and simplified query processing, also serve to silo. Data lakes store the data, but those alone do not solve the problems of a data movement strategy.

Multiple system management

Data must not just be stored; it must be curated into data pipelines and made available for other systems to utilize. Without proper controls and governance, the sheer mass of data strains resources—both people resources and those needed to manage multiple systems—which also leads to more environmental strain.

Spiraling costs

Managing the complexity of distributed environments results in escalating costs and value to the business declining. The nonstop flood of new data from multiple channels leads to more data utilization problems and an expensive and inefficient data mess.

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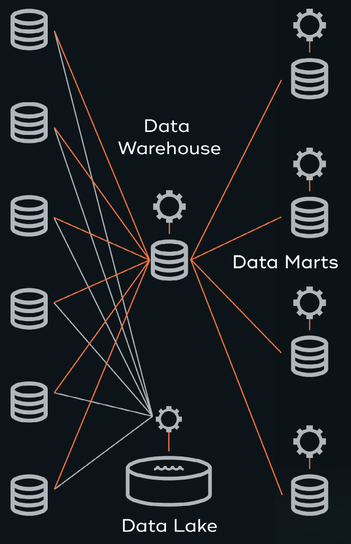
Untangling today's on-premises data and compute mess

The reality of today's on-premises data and compute mess holds implications across data and computing capabilities:



Data Management Mess

- Distributed data without transparent access
- Multiple storage technologies
- Cost of multiple pipelines
- Cost of multiple copies
- Multiple data definitions
- Data security challenges
- Data in BI servers

Compute Mess

- Compute wasted on data storage
- Multiple database technologies
- BI server compute
- Poor compute utilization
- Hard to manage compute SLAs across multiple functional groups
- Difficulty allocating costs
- Configure to peak individual siloes

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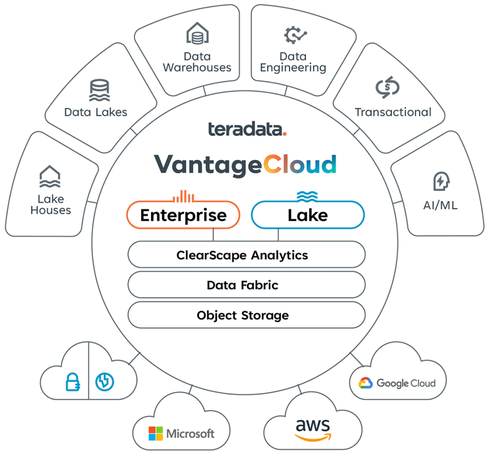
Achieving a lake-centric approach is easy with Teradata

Teradata VantageCloud Lake, with our industry-leading analytic database, enables organizations to unlock data and solve complex business problems on a cloud-native architecture.

Teradata is uniquely positioned to deliver a lake-centric approach:



"Load once, use many times" capability **reduces data silos and pipelines**

In-database pushdown ELT transformations **ensure scalable deployments**

Data fabric enables **distributed ecosystem connectivity**

Cloud-native object store provides **low-cost data storage**

With VantageCloud Lake you get:

A well-managed, cost-effective cloud environment that consolidates multiple data silos and pipelines with a technology-enabled, business-led strategy.

Highly efficient data processing that uses advanced technology that also helps reduce your carbon footprint.

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The next-generation cloud-native architecture awaits

VantageCloud Lake provides lakehouse deployment patterns that can run independent, elastic workloads via an object store-centric design.

- Consolidate, curate, and transform all your raw data.
- Build transformation pipelines directly to compute solutions that leverage the lakehouse, so you can maximize efficiency.
- Drive impactful change for your organization, reduce costs and management overhead, and experience greater agility and analytic-driven outcomes—all as you consolidate data silos into an integrated environment.

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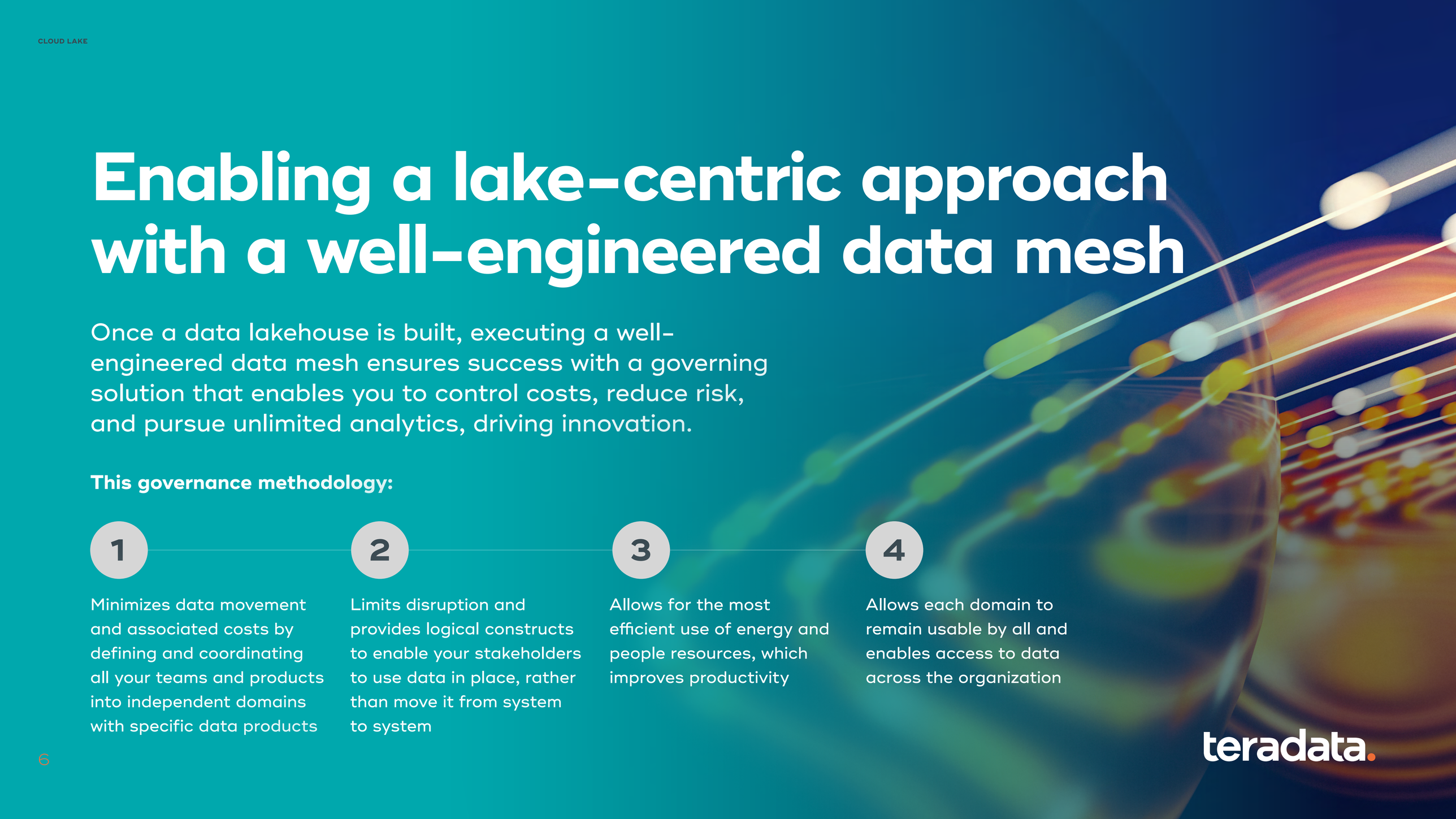
Enabling a lake-centric approach with a well-engineered data mesh

Once a data lakehouse is built, executing a well-engineered data mesh ensures success with a governing solution that enables you to control costs, reduce risk, and pursue unlimited analytics, driving innovation.

This governance methodology:

1. Minimizes data movement and associated costs by defining and coordinating all your teams and products into independent domains with specific data products
2. Limits disruption and provides logical constructs to enable your stakeholders to use data in place, rather than move it from system to system
3. Allows for the most efficient use of energy and people resources, which improves productivity
4. Allows each domain to remain usable by all and enables access to data across the organization



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A lake-centric approach with ClearScape Analytics breaks through barriers

ClearScape Analytics™, Teradata's analytics capabilities available as part of the Teradata Vantage™ platform, offers the most comprehensive, end-to-end pipeline of AI/ML functions to quickly answer complex questions and definitively deliver actionable results.

Teradata's open environment offers the flexibility to integrate your existing analytics technologies into a single platform and use the tools of your choice on top of your lakehouse.

With ClearScape Analytics, you can:

- ✓ Create reusable enterprise feature stores
- ✓ Build or bring your own models
- ✓ Operationalize at scale
- ✓ Monitor your analytic pipelines

ClearScape Analytics comprises comprehensive in-database functions, open and connected integrations/ APIs, and features enabling full-scale activation and operationalization to drive predictive and prescriptive analytics.

ClearScape Analytics enables a holistic end-to-end AI/ ML process to provide on-going sustainable value to help accelerate your business-critical initiatives.

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Start your lake-centric journey today

Learn how VantageCloud Lake and ClearScape Analytics can consolidate and harness your resources to reduce costs, improve efficiency, and unleash analytic innovation.

Contact us to schedule a virtual or face-to-face meeting with a Teradata expert.

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**

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