

# Teradata Vantage in the Cloud

Maximize Value from Enterprise Analytics in the Cloud

In today’s data-fueled world, analytics are quickly becoming the new basis for competing and winning.

## Setting a New Standard

Teradata Vantage™, the connected multi-cloud data platform for enterprise analytics, sets a new standard for customers to make smarter, faster, more insightful decisions.

Vantage simplifies analytic ecosystems by integrating hundreds of advanced functions with the most powerful SQL engine on the planet. Users need not worry about where data resides or how to access it.

Vantage supports multiple data types and works with a variety of languages and workbenches to ensure a personalized user experience for business analysts and data scientists.

## Addressing Key Needs

The reality of modern business is a set of increasingly challenging operational requirements:

- Exploding data sources, volumes, and types
- Mandates to minimize data center footprints
- Pressure to move quickly and accommodate change
- Acute shortage of budget, time, and talent

To address these needs, many enterprises look to **cloud deployment** to modernize their analytic infrastructure, accelerate time-to-value, and reduce financial risk.

## Focus on Answers, Not IT

Enter Teradata Vantage, the easiest, most efficient way to get top-tier cloud analytics while offloading non-differentiating infrastructure tasks.

Vantage in the Cloud subscriptions include the full Vantage platform stack including software, public cloud infrastructure (Amazon Web Services, Microsoft Azure, Google Cloud), and environment management.

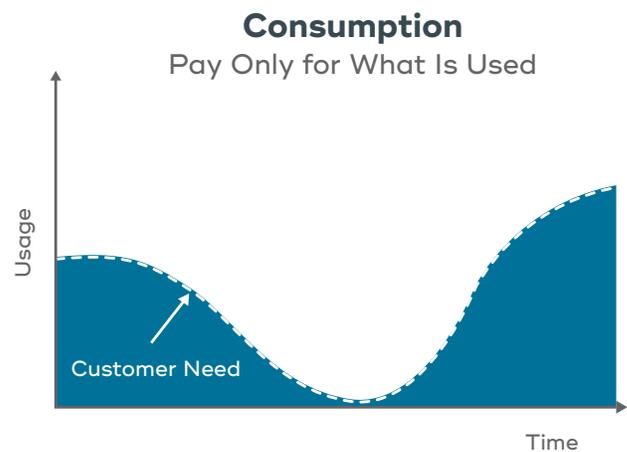
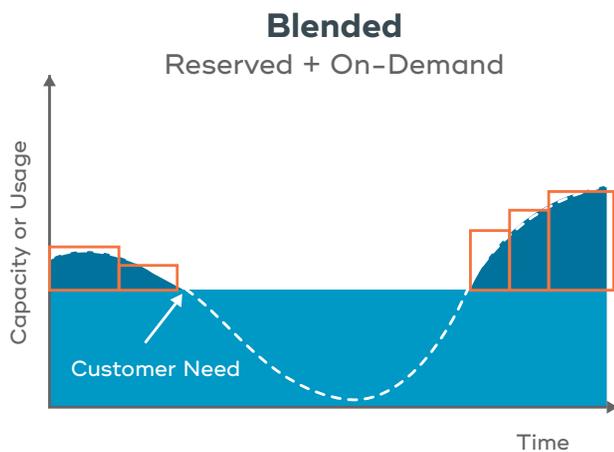
Teradata Cloud Operations handles software patches, version upgrades, performance reporting, daily backup administration, and more as shown here:

Subscription Feature	Included
Teradata Vantage	●
Public Cloud Infrastructure	●
Environment Monitoring	●
Software Patches	●
Version Upgrades	●
Environment Security	●
Encryption	●
Vantage Console	●
Daily Backup Administration	●
99.9% Availability SLA	●

## Business Benefits

With as-a-service delivery, Teradata manages the performance, security, availability, and operations of the analytics environment:

- **Performance:** Customers can start small and grow resources as needed to meet performance and budget objectives; scaling is as simple as point-and-click.
- **Security:** Security is the number one priority. Recurring third-party audits demonstrate compliance with PCI, HIPAA, SOC 1 and 2, and ISO 27001.



- **Availability:** Teradata contractually guarantees 99.9 percent availability, enabling higher productivity and more satisfied users.
- **Operations:** Teradata Cloud Operations handles monitoring, patches, and daily backups so customers can focus on getting the most insight from their data.

## Pricing Model Choice

Vantage in the Cloud customers can choose the appropriate pricing model for the workload:

- **Blended Pricing** is an enterprise-class pricing model that couples low-cost, predictable reserved compute capacity with on-demand elasticity in which customers pay only for compute resources used or activated, plus storage. Get cloud elasticity when needed and the lowest cost at scale.
- **Consumption Pricing** is an innovative, usage-based option with automatic elasticity in which customers pay only for compute resources consumed for successful queries, measured down to the kilobyte by user, plus storage.

## Key Differentiators

There are several differences that separate Teradata from alternatives:

- **Vantage** is the only software of its kind, offering full integration with preferred tools, languages, and analytic functions.
- **Software consistency** enables customers to leverage previous Teradata investments without having to recode or retrain.
- **Expert services** provided by Teradata Consulting and integration partners offer unique capabilities to architect, implement, and manage.
- **Market leadership** is the bottom line. Gartner ranks Teradata as #1 in 3 of 4 Critical Capabilities for analytic use cases for Cloud DBMS.

## About Teradata

Teradata is the connected multi-cloud data platform for enterprise analytics, solving data challenges from start to scale. We help businesses unlock value by turning data into their greatest asset. See how at [Teradata.com](https://www.teradata.com).