



News Release

2016 EPIC Award Nominations Now Open to Teradata Global Community

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Award winners will receive public recognition at annual conference ceremony, where the event theme is “Data.Changes.Everything.”

Teradata Corporation(NYSE: **TDC**), the **big data analytics** and marketing applications company today announced that nominations are being accepted through May 25, 2016 for the 9th annual EPIC Awards. Sponsored by Teradata, EPIC Awards recognize Teradata customers and partners for delivering extraordinary business value and competitive advantage by effectively using data analytics. Government agencies are evaluated based on their ability to effectively address constituent needs.

Winners of the EPIC Awards will receive recognition in a public forum with a personalized crystal award presentation during the EPIC Awards ceremony at the Teradata PARTNERS event, where the theme will be “**Data.Changes.Everything.**”

“The EPIC Awards Program recognizes organizations that are creating exceptional business value through big data analytics, with compelling use cases including customer insight, operational excellence, and this year – the Internet of Things,” said Bob Fair, Chief Operating Officer, Teradata. “EPIC Award submissions over the past eight years showcase significant business and technology innovation on a global scale, and we encourage members of our community to document their latest successes and be recognized.”

This year, an important new category has been added to the EPIC Awards roster: “On the Edge with IoT.” The Internet of Things represents increasing potential to use data and analytics for competitive advantage as well as the greater good by capturing and leveraging data from telematics and interconnected devices such as vehicles, meters, machines, weather devices, buildings, manufacturing lines, and shopping carts. This emerging breakthrough business application can monetize the industrial Internet of Things by changing business models,

improving processes, exploiting new technologies, revolutionizing healthcare, or enhancing the customer experience in new ways.

EPIC Award winners are announced and celebrated at the Teradata EPIC Awards ceremony which will take place this year as part of the **Teradata PARTNERS Conference in Atlanta**, Georgia on Monday evening, September 12, 2016. Eligible customers are those businesses or government agencies that have implemented a solution based on any Teradata product or Teradata Aster analytic platform.

Teradata Global Integration and Consulting Partners (ICP) or independent software vendors (ISVs) that have completed an implementation with a Teradata customer may also be eligible for recognition with the customer. Nominations for customer categories must ultimately be submitted by a customer, either on their own or through the customer jointly with a partner.

The customer EPIC Award categories are listed below, shown with last year's winners:

- Category: Analytical Excellence
Winner: Saudi Telecom
Project: Transformation from Product-Oriented to Customer-Centric Marketing
- Category: Big Data Excellence
Winner: Williams-Sonoma, Inc.
Project: Improving On-Site Search Conversion with Big Data Analytics
- Category: Customer Insights and Engagement
Winner: Aircel Limited, India
Project: Right-Time Business Intelligence
- Category: Integrated Marketing Management
Winner: Brierley+Partners
Project: Digital Marketing Center (DMC Global Agency Implementation)
- Category: Integrated View of the Business
Winner: Orbitz Worldwide LLC and Cognizant Technology Solutions
Project: Teradata Migration Program
- Category: Operational Excellence
Winner: eBay and Alation
Project: Governed Self-Service Analytics

The EPIC Awards program recognizes our global integration and consulting partners (formerly our system integrator partners) and independent software vendors that have made outstanding contributions to Teradata and its customers, and that have demonstrated a proven commitment to driving business success through Teradata

platforms. This year's partner award categories, and last year's winners, are:

- Category: ISV Big Data Intelligence
Winner (ISV): Hortonworks
Project: Actionable Data (Using the Teradata Hadoop appliance - with the HW Data Platform)
- Category: ISV & SI Business Insight
Winner (ISV): Informatica
Project: Informatica and Teradata Joint Engineered Data Replication for SAP Analytics
Winner (ICP): IBM GBS-BAO
Project: IBM Global Business Services - BI Transformation Program
- Category: ISV & SI Enterprise Intelligence
Winner (ISV): Aptitude Software and Swedbank
Project: Aptitude Software Achieve Data-Driven Finance at Swedbank
Winner (ICP): Capgemini
Project: Building a Common Data Warehouse for a Leading Financial Institution
- Category: ISV & SI Collaborative Revenue
Winner (ISV): Hortonworks
Winner (ICP): IBM GBS-BAO
- Category: ISV & SI Partner-Driven Wins
Winner (ISV): SAS
Winner (ICP): Accenture

Independent judges will evaluate customer nominations and determine winners and finalists based on the implementation's demonstrated strategic importance and impact to the business. Partner winners and finalists are determined by a panel of Teradata judges.

For complete information about the categories and awards program, visit www.TeradataEpicAwards.com.

Relevant News Links

- EPIC Awards categories for 2016, posted here for quick reference
- EPIC Awards Frequently Asked Questions and nomination process

News release: Teradata EPIC Awards 2015 Winners – Anaheim, California

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](https://www.teradata.com).

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