



News Release

Analyst Firm Names Teradata a Leader in Big Data Hadoop- Optimized Systems

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Report says Teradata one of few vendors with 'significant success' in data management applications

According to a new report from Forrester Research, **Teradata** (NYSE: **TDC**), the **big data analytics** and marketing applications company, is one of three Leaders in its evaluation of Big Data Hadoop-Optimized Systems. In its report, "The Forrester Wave™: Big Data Hadoop-Optimized Systems," Q2 2016 by Noel Yuhanna and Mike Gualtieri, seven vendors were evaluated, and Forrester identified three Leaders and four Strong Performers – all of whom “offer competitive solutions that provide enterprise scale and proven Hadoop systems.”

The distinguishing criteria for vendor selection included: 1) a comprehensive Hadoop-optimized system offering, 2) optimized systems for Hadoop that support various enterprise big data use cases, 3) a referenceable installed base, 4) client inquiries or noteworthy technologies that put the vendor on Forrester’s radar, and 5) a publicly available offering.

Regarding Teradata, Forrester wrote: “Teradata’s fifth-generation Hadoop appliance is efficient and refined. Teradata is one of the few vendors that have had significant success with data management appliances over the past decade. Teradata Appliance for Hadoop comes integrated with multiple software components (open source and commercial), including the latest versions of Hadoop from Cloudera or Hortonworks, **Teradata Connector for Hadoop**, and Teradata Hadoop Command Line Interface ... Teradata also provides solutions consulting through its Think Big consulting group to design and build integrated business solutions.”

The Teradata Appliance for Hadoop is a ready-to-run platform preconfigured and optimized to run enterprise-class big data workloads with Teradata software, making Hadoop easier to manage.



In a newly released and publicly posted video from Teradata, Symantec, the world's largest software company, uses analytics to find new revenue opportunities and raise customer satisfaction. Leveraging its Teradata Unified Data Architecture™ and a Hadoop data lake, the company's spokesperson explains how they integrate data from many sources, including telemetry data – with 'Internet of Things' data – to understand how customers are using their products and how well they are performing. As a result, Symantec has increased customer retention by 20 percent, and is on track to realize \$200 million in new revenue.

“Teradata offers the most enterprise-ready portfolio of Hadoop tools with advanced professional services – and provides the deepest Hadoop integration in the business. This is driving rapid growth in big data analytics, with more adoption by customers, and programs to expand Hadoop, data lakes and analytic use cases,” said Oliver Ratzesberger, President of Teradata Labs. “Our customers are openly enthusiastic about our enterprise product roadmap and future directions. As our large customers continue making significant investments in Teradata and its Hadoop portfolio, we are also helping customers who are new to Hadoop.”

During a **Hadoop session** at the 2015 Teradata Partners conference, a system architect at Enterprise Holdings, a steering committee member, described data integration using their Teradata data warehouse and Teradata Appliance for Hadoop. The Teradata Appliance for Hadoop also **includes Presto**, a next-generation, open source SQL query engine that runs on multiple Hadoop distributions. Presto can reach out from a Hadoop platform to query Cassandra, relational databases, or proprietary data stores. This cross-platform analytic capability allows Presto users to extract the maximum business value from data lakes of any size, from gigabytes to petabytes. Presto, bundled with the Hadoop appliance is targeted to be available in the third quarter of this year.

Teradata will be a sponsor at the upcoming Hadoop Summit in San Jose June 28-30.

Relevant News Links

- Access the Forrester Big Data Hadoop-Optimized Systems WAVE report **here**.
- Teradata has simplified **Hadoop for the modern enterprise architecture**
- Teradata Aster Analytics & Hadoop - view video **here**.
- Teradata enterprise-class big data analytics – Use case with **Siemens**
- Teradata and Hadoop at eBay: **50TB of machine-generated data+100PB of data daily**

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**.

Media Contact

Jennifer Donahue

Teradata

Jennifer.Donahue@Teradata.com