



News Release

Data Changes Everything: Teradata PARTNERS Conference Will Showcase the Business Impact of Big Data Analytics

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'Prepare to be inspired,' says conference committee president, by disruptive innovations, influencers, insights

Teradata Corp. (NYSE: **TDC**), the **big data analytics** company today shared details as the opening day approaches for the **Teradata PARTNERS Conference 2016** at the **Georgia World Congress Center**. Now in its 31st year, the annual event continues to be the leading data and analytics conference that is organized and led by customers, for customers. Conference activities begin September 10 and continue through September 15.

This year's program will feature more than 200 business and technical sessions, a general session program on Monday and Wednesday with illuminating keynote presentations, an exclusive C-suite Executive Forum powered by Forbes, an exhibitor hall showcasing industry-leading solutions and technologies from Teradata and its partners, industry receptions, and countless networking opportunities.

This year's theme is "Data. Changes. Everything." – a phrase which refers to the transformative power of data analytics. The theme permeates session content, including topics and trends about:

- The Internet of Things and sensor data
- Strategies and frameworks to monetize data assets
- Real-time, advanced, and predictive analytics
- Cloud Computing and Cloud-Based Analytics
- Cybersecurity, privacy, and governance
- Teradata and Teradata Aster technology and flexible deployment options



The event attracts participants from companies in every industry. Among these are Teradata partners exhibiting in the Expo Hall, including diamond and platinum event sponsors Alation, Cloudera, Fuzzy Logix, HPE Security-Data Security, MicroStrategy, NetApp, Protegrity, SAS, ThoughtSpot, and WhereScape. In addition, select Teradata partners and customers will be recognized for outstanding achievement in Monday evening's annual EPIC Awards ceremony.

"Data really does change everything. Leaders across all lines of business are developing data strategies, and CIOs are sharpening their focus on ROI. This event is a microcosm of global change, featuring trends and best practices in analytics," said Cynthia Czabala, President of the 2016 PARTNERS Steering Committee and vice president, enterprise information solutions, global technology for Intercontinental Hotels Group. "The line-up of speakers and sessions for this year's conference is truly compelling. Attendees should prepare to be inspired."

"The Teradata PARTNERS conference has become the largest annual gathering of data and analytics professionals in North America, in part because it's designed by our customers, for our customers," said Bob Fair, Teradata Chief Operating Officer. "The PARTNERS conference brings together business, IT, big data open source specialists, industry consultants, and Teradata experts that share an important common bond -- that is, using the power of data and analytics to impact business outcomes."

Attendees will experience inspirational keynotes during the Monday and Wednesday General Sessions by world-renowned thinkers and trendsetters.

Katie Linendoll, an Emmy-winning TV personality and tech expert, will emcee both general sessions. Linendoll is an illuminating speaker and journalist who has reported for NBC's Today show, CNN, and Fox News. In addition to her moderating and commentating during the general sessions, Linendoll will also be a guest anchor on the live news desk where she will share her perspectives and conduct interviews.

David Eagleman, the writer and host of the international six-hour television series, The Brain with David Eagleman, will be featured as Monday's general session keynote speaker. He is a New York Times bestselling author and a neuroscientist at Baylor College of Medicine, where he directs the Laboratory for Perception and Action and the Initiative on Neuroscience and Law.

Wednesday's keynote features New York Times bestselling author **Jeremy Gutsche**. Gutsche is an award-winning innovation expert and the CEO of Trend Hunter--the world's number one trends and innovation website.

Also presenting during the general session will be Teradata executives Victor Lund, CEO, and Oliver Ratzesberger,

President of Teradata Labs.

The conference breakout sessions will be led by data innovators from across the world representing a diverse spectrum of organizations including Blizzard Entertainment, InterContinental Hotels, **LinkedIn**, Siemens, and many more industry leaders.

The live-streamed virtual conference extends the Teradata PARTNERS experience to a broader global audience using digital and 3D technology for social interaction. Registered attendees for the onsite conference receive two virtual conference passes, and virtual passes can be purchased separately.

DataKind and Teradata Cares will lead “**Project Accelerator**,” helping nonprofits kick-start their data science journeys. These brainstorming sessions help organizations take the first steps toward a successful data science project by bringing together a roundtable of data science experts to provide valuable advice. The organizers are inviting socially conscious analysts, statisticians, data scientists, coders, and designers to participate in this project on Saturday, September 10.

At the conference, Teradata will also announce major product and services breakthroughs and offerings. The announcements will follow **an exciting stream of Teradata news to date in 2016**, and those who register for PARTNERS will be the first to know what innovations are coming next. Organizers urge big data analytics visionaries, marketers and executives to come and learn.

Relevant News Links

- **Teradata PARTNERS conference registration**
- **Executive Forum, powered by Forbes**

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