



News Release

GE Aviation and Teradata Form Strategic Partnership to Bridge the Gap Between Aviation Operations and Business

2017-10-17

Using GE's Predix-based solutions and Teradata software together combines GE's operational prowess with Teradata's leadership in customer insight

GE Aviation and **Teradata** (NYSE: TDC), the leading data and analytics company, today announced a strategic partnership focused on providing business outcomes driven by analytics for the world's leading airlines.

Through the partnership, GE and Teradata will jointly provide products and services to specified commercial aviation markets. This strategic relationship includes joint marketing, sales, services and support across both companies, forming a complete market-ready solution that can be implemented today.

By combining operations, assets and networks from GE Aviation with Teradata's customer information, sales and marketing, and back-office support, it makes the entire ecosystem easier to deploy, scale and use. For example, flight disruptions can be actively managed by GE with customer experience being managed by Teradata. With the combined solutions, the process to manage disruptions is more complete by adding information about managing parts inventories, logistics, scheduling, and labor pools. Other powerful business outcomes resulting from the combined solutions range from improving flight operations and predictive maintenance to increased operational efficiencies and higher customer satisfaction.

"For data and analytics, it became clear that Teradata excels at the size and scale required by a global airline," said Andrew Coleman, chief commercial officer for GE Aviation's Digital Solutions business. "By integrating our expertise in asset performance management and operations optimization, with Teradata's ability to drive customer insights



using massive amounts of data and multi-genre analytics, the aviation market will gain an analytic solution that delivers comprehensive insights.”

GE Aviation’s Digital Solutions business brings industrial apps powered by **Predix**, GE’s platform for the Industrial Internet to the partnership. This edge-to-cloud development platform connects engines, aircraft and operations before analyzing a continuous data stream to deliver real-time actionable intelligence. Using these analytics with Teradata software creates the most flexible, scalable and powerful solution on the market. Such capabilities are required in the global airline industry, which is dealing with a growing volume of data that could reach many exabytes in a single year. Both technologies are primed for working in a hybrid cloud environment with built-in support for on premises as well as major public cloud vendors.

“Teradata and GE Aviation are working together to help customers use analytics to solve complex issues with quick, comprehensive insights that are critical for business decisions,” said Oliver Ratzesberger, executive vice president & chief product officer at Teradata. “GE’s Predix platform is well known and highly respected throughout the aviation industry and we are excited to have worked with GE Aviation Digital Solutions to jointly offer it with the full spectrum of Teradata technologies.”

With both global leaders already deeply entrenched in the airline industry, results from the joint offering are expected to make an immediate impact for global airline customers.

To learn more, please visit GE Aviation Digital Solutions at PARTNERS in booth #101.

About GE Aviation:

GE is the world’s Digital Industrial Company, transforming industry with software-defined machines and solutions that are connected, responsive and predictive. GE is organized around a global exchange of knowledge, the "GE Store," where each business shares and accesses the same technology, markets, structure and intellect. Each invention further fuels innovation and application across our industrial sectors. With people, services, technology and scale, GE delivers better outcomes for customers by speaking the language of industry.

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

Related links

- **GE Aviation**
- **Teradata for Airlines**
- **Teradata Customer Journey Solution**