



News Release

Teradata Achieves Highest Position for Completeness of Vision in Data Management Solutions for Analytics Magic Quadrant

2017-02-28

Disruption shakes the market as new use cases emerge and deployment needs change, driving innovation

Teradata is positioned as a leader in the Gartner, Inc. 2017 Magic Quadrant for Data Management Solutions for Analytics¹ (DMSA) issued February 20, 2017, by Gartner analysts Roxane Edjlali, Adam M. Ronthal, Rick Greenwald, Mark A. Beyer, and Donald Feinberg. **Teradata** (NYSE: **TDC**), a leading analytics solutions company, is one of 20 vendors evaluated in the 2017 report. Qualifying vendors are evaluated by Gartner each year on Completeness of Vision and Ability to Execute following detailed research, including briefings with client users of the qualified platforms.

Gartner's report opens by characterizing the market entering 2017. "Disruption is accelerating in this market, with more demand for broad solutions that address multiple data types and offer distributed processing and repository. Cloud solutions are also gaining traction." The report also addresses rising expectations: "This Magic Quadrant has a lot of white space in the upper-right corner, indicating that the market continues to demand more innovation and better execution to address the needs of combined cloud and on-premises deployment, as well as cloud and big data combinations."

"Teradata's leadership position in Completeness of Vision reflects our relentless pursuit of excellence in modern analytics technologies that help our customers differentiate themselves and unleash their potential," said **Oliver Ratzesberger**, Executive Vice President and Chief Product Officer, Teradata. "I am excited to see the report acknowledge the growing popularity of the Logical Data Warehouse (LDW), because this is where Teradata stands out. Teradata best exemplifies the LDW approach and offers the most flexible deployment options and hybrid cloud



choices. These attributes are attracting new customers while driving our high marks in customer satisfaction and loyalty among existing customers.”²

As Teradata introduces more licensing flexibility, the value proposition of Teradata Everywhere™ is the market’s most attractive by providing customer choice, flexibility and performance at scale. Combined with Teradata Aster Analytics and Hadoop support as well as business consulting services, Teradata is well-positioned to help our customers become market leaders. To ensure economic efficiencies, **Teradata’s Analytics Services** consulting team provides potential return on investment and strategic business impact for any analytic solution prior to the engagement.

For this Magic Quadrant, Gartner defines a data management solution for analytics as a “complete software system that supports and manages data in one or many file management systems (most commonly a database or multiple databases). These solutions include specific optimization strategies designed for supporting analytical processing including but not limited to relational processing, nonrelational processing (such as graph processing), and machine learning or programming languages such as python or R. Data is not necessarily stored in a relational structure and can use multiple models (relational, document, key-value, text, graph, geospatial and others).”

Relevant News Links

- Access the 2017 Gartner Magic Quadrant for Data Warehouse and Data Management Solutions for Analytics – on our microsite.
- **Teradata Expands Customer Choice in Hybrid Cloud Solutions** with Teradata Database on Microsoft Azure
- To view more news from Teradata Corporation, **click here**.

¹ Gartner, Inc., Magic Quadrant for Data Warehouse Database Management Systems, Analysts Roxane Edjlali, Adam M. Ronthal, Rick Greenwald, Mark A. Beyer, Donald Feinberg, February 20, 2017

² Reported by Information Difference: Teradata Leads in the Market in Technology and Customer Satisfaction for Big Data Analytics

About The Magic Quadrant

Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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)**.

Media Contact

Jennifer Donahue

Teradata

Jennifer.Donahue@Teradata.com