



News Release

Teradata Announces 2025 AI Innovation Award Winners

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Honoring customers driving transformative outcomes through AI-powered innovation across industries

SAN DIEGO--(BUSINESS WIRE)-- **Teradata** (NYSE: **TDC**) today announced the winners of its 2025 AI Innovation Awards, recognizing customers who have demonstrated exceptional creativity, technical excellence, and business impact through the use of AI on the Teradata AI and knowledge platform.

Presented during Possible, Teradata's premier AI and data conference held in Los Angeles at the JW Marriott L.A. LIVE, Oct 6-8, 2025, the AI Innovation Awards celebrate organizations that are not only embracing AI, but operationalizing it to solve complex challenges, enhance customer experiences, and drive measurable outcomes. The awards span three categories: **AI in Action**, **AI for Customer Experience**, and **AI Excellence**, each highlighting a distinct area of innovation and impact.

"Our customers are leading the way in applying AI to real-world challenges—from fraud detection and customer engagement to credit risk management," said Richard Petley, Chief Revenue Officer at Teradata. "These award winners exemplify what's possible when advanced analytics, trusted data, and AI innovation come together on Teradata's knowledge platform. We're proud to recognize their achievements and the transformative outcomes they've delivered, while we look forward to continued success as agentic AI uses come to the forefront."

2025 AI Innovation Award Winners

AI in Action: VodafoneThree

This award category honors organizations that have successfully deployed AI at scale to optimize mission-critical business processes with reliability and cost efficiency.

VodafoneThree, the UK's largest mobile network operator serving the fixed and mobile market, was recognized for deploying an AI-supported fraud detection framework using the Teradata platform to combat "man-in-the-middle" attacks

(more commonly known as Fake Dealer Fraud) —an increasingly sophisticated threat in telecommunications. By leveraging AI to detect and mitigate fraud, VodafoneThree has strengthened customer trust, improved regulatory compliance, and enhanced operational resilience.

AI for Customer Experience: Ooredoo Qatar

This award category celebrates organisations that have significantly enhanced the AI Landscape, built a Unified Enterprise Data Foundation and use Teradata's EDW AI-powered customer journey to drive personalisation and engagement.

Ooredoo Qatar, a leading Doha-based telecommunications company, earned this award for its advanced analytical capabilities and AI-powered customer engagement strategy. This strategy is built on Teradata VantageCloud and ClearScape Analytics, which were integrated with, and run on, GCP native services.

By leveraging a powerful AI stack, including machine learning-based persona profiling, predictive engagement, and sentiment analytics, Ooredoo transformed its customer journey from static interactions to dynamic, personalised experiences.

Ooredoo Qatar's use of Teradata EDW contributes to integrating and harmonising a diverse and massive collection of data sources, resulting in a single, trusted source of truth that allows for confident, high-stakes decision-making.

AI Excellence Award: Sicredi

This award category recognizes organizations that demonstrate exceptional creativity and technical expertise in designing and delivering impactful AI solutions.

Sicredi, Brazil's largest financial cooperative, was honored for its innovative use of ClearScape Analytics and VantageCloud to transform credit risk management and data science, as well as to support sustainability initiatives. The Credit Risk team developed Probability of Default models that reduced development time by 50% while improving data integration. They also refactored their presumed income model, achieving a 25x performance improvement—enabling a 200% increase in personalized credit offers while maintaining a delinquency rate of just 1.5%, well below the national average. In a related group, Sicredi's agro data team applied Teradata's geospatial tools to analyze overlaps between forest and agricultural zones, accelerating processing by 4x while protecting forests and reducing credit risk in rural lending. Most recently, Sicredi began developing an AI agent to support provision analysis under Brazilian banking regulations, further strengthening its governance and risk management capabilities.

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**.

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MEDIA CONTACT

January Machold

January.Machold@Teradata.com

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