



News Release

Teradata Announces 2025 Partner of the Year Award Winners

2025-10-14

Celebrating global innovation, strategic alignment, and transformative impact across the partner ecosystem

SAN DIEGO--(BUSINESS WIRE)-- **Teradata** (NYSE: **TDC**) today announced the winners of its 2025 Partner of the Year Awards, recognizing outstanding contributions from partners across the globe. The awards were presented during the Partner Forum at Possible, Teradata's premier AI and data conference held in Los Angeles at the JW Marriott L.A. LIVE, Oct 6-8, 2025.

The Teradata Partner of the Year Awards celebrate the exceptional achievements of partners across Teradata's global ecosystem. More than a recognition program, these awards reflect Teradata's commitment to building long-term, high-impact partnerships that drive measurable business outcomes and advance its go-to-market strategy. The 2025 honorees were selected for their exceptional achievements in driving customer success, accelerating data modernization, and delivering successful AI solutions through deep collaboration with Teradata.

"Our partners are more than collaborators—they're catalysts for innovation," said Varun Kohli, Senior Vice President, Worldwide Alliances and Partnerships at Teradata. "The 2025 Partner of the Year Awards honor those driving real-world impact through transformational initiatives across AI, cloud, and modern data platforms. Their contributions are helping us advance AI and hybrid cloud strategies, while delivering measurable outcomes for our customers. We're proud to recognize these outstanding organizations and look forward to scaling our success together."

2025 Partner of the Year Award Winners

Global Partner of the Year: NVIDIA

NVIDIA was honored for its foundational role in powering AI factories with Teradata and Enterprise Vector Store.

Through GPU acceleration, scalable embeddings, and model fine-tuning, NVIDIA enables rapid deployment of enterprise-grade generative AI applications. Their partner-first mindset, technical excellence, and joint marketing efforts have made them a cornerstone of Teradata's trusted AI strategy.

Americas Partner of the Year: Microsoft

Microsoft earned this award for its strategic co-sell execution and cloud growth leadership. Its investment in joint marketing and regional partner sales resources has driven significant year-over-year cloud growth and customer success.

EMEA Partner of the Year: Dell Technologies

Dell Technologies was recognized for its deep field engagement and strategic wins across defense and aerospace sectors. Its work with Teradata's OEM Sales team has fueled pipeline growth and new logo acquisition, while their shared product roadmap positions both companies to deliver AI-powered infrastructure and trusted data platforms at scale.

ANZ & Japan Partner of the Year: AtPeak

AtPeak stood out for its agentic AI solutions tightly integrated with Teradata Vantage. Its AP-AI framework powers innovative use cases—from unmanned call centers to natural language BI agents—driving real-world AI adoption. With strong momentum in the region and deep executive alignment, AtPeak is setting the standard for enterprise AI in the region.

Growth Markets Partner of the Year: Master Works

Master Works was celebrated for its sovereign AI leadership and national impact in Saudi Arabia. Its work on the ZATCA Data Warehouse Modernization and proprietary Baseer platform showcases its ability to scale innovation across public and private sectors. With \$8M+ in business value generated, Master Works exemplifies strategic growth and regional excellence.

New Partner of the Year: Aria PSW

Aria PSW made an immediate impact in LATAM, transforming a high-risk renewal into a public sector win within months of onboarding. Its deep relationships and technical expertise enabled a joint go-to-market strategy that positioned Teradata as the data platform of choice for a leading Colombian government agency. Its rapid execution and replicable model make Aria PSW a standout new partner.

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**.

The Teradata logo and ClearScape Analytics are trademarks, and Teradata is a registered trademark of Teradata Corporation and/or its affiliates in the U.S. and worldwide.

MEDIA CONTACTS

January Machold

January.Machold@Teradata.com

Source: Teradata