



News Release

'Teradata Everywhere' Honored - the Latest Distinction in a Series of Major Product Awards

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Ventana Research recognizes Teradata for innovation in information management, organizational value, advancement in database deployment

Teradata (NYSE: **TDC**), a leading analytics solutions company, has announced that Teradata Everywhere™, introduced in September, is the winner of the **2016 Ventana Research Technology Innovation Award for Information Management**. The Ventana awards, presented annually across 30 categories, identify “the technologies with the potential to have the most striking positive impact,” according to Ventana.

“Our Data and Analytics in the Cloud Benchmark Research shows that nearly one quarter of organizations have the majority of their data in the cloud already,” said David Menninger, SVP and Research Director, Ventana Research. “The research also shows that most organizations have a hybrid environment with on-premises and cloud-based data. Teradata Everywhere enables organizations to leverage a single set of skills by supporting the same technology across a broad variety of deployment options.”

According to Ventana, the annual awards “recognize pioneering vendors that contribute advancements in technology that drive change and increased value for organizations worldwide.”

“Teradata is honored to be the winner of Ventana Research’s Technology Innovation Award as it recognizes our significant technology advancements that deliver compelling business value to our customers,” said Chris Twogood, vice president of product marketing, Teradata. “At a time when competition among information management vendors has risen dramatically, Teradata has remained laser focused on bringing to market the most innovative and economically attractive value propositions to our customers.”



Teradata Everywhere is an industry first that brings the world's most powerful massively parallel processing (MPP) analytic database to multiple public cloud, managed cloud, and on-premises environments including Amazon Web Services, Microsoft Azure, Teradata Managed Cloud, VMware virtualization software, and the Teradata IntelliFlex™ platform. As companies move toward hybrid cloud architectures, Teradata is offering more choices to customers and ensuring database compatibility across deployment modes. Teradata Everywhere delivers the flexibility to implement a hybrid architecture with a common database that enables shifting of workloads between environments as business needs evolve, supporting a company's changing deployment strategy and economic needs. Teradata Unity™ and Teradata QueryGrid™ provide orchestration across the hybrid cloud for a seamless and transparent user experience.

In the past twelve months, Teradata has been recognized for product innovation and leadership as well as business and technology excellence from major industry influencers in these areas: **Critical Capabilities, Hadoop Optimized Systems, Data Warehouse and Data Management Solutions for Analytics**, and "the Most Comprehensive and Scalable EDW Platform."

According to Ventana Research, all technology providers were invited to nominate their technology innovations for consideration. Recipients were selected based upon the vendor's contributions in the specific business and IT category, noting the extent to which they will help organizations innovate or enhance both productivity and outcomes of business or IT processes.

Relevant News Links

- Announcement with details on Teradata Everywhere is posted here.
- Announcement of Teradata Borderless Analytics is posted here.

About Ventana Research

Ventana Research is the most authoritative and respected benchmark business technology research and advisory services firm. It provides research-based insight and expert guidance on business process and mainstream and disruptive technologies. To learn how Ventana Research advances the maturity of organizations' use of information and technology through benchmark research, education and advisory services, visit www.ventanaresearch.com.

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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