



News Release

Teradata Expands Customer Choice in Hybrid Cloud Solutions with Teradata Database on Microsoft Azure

2017-01-11

Teradata software provides best-in-class performance, flexibility and scalability across on-premises and cloud environments

Teradata (NYSE: **TDC**), a leading analytics solutions company, today announced availability of Teradata Database on Azure for Q1 2017, providing customers more choice of cloud options for Teradata software. Many companies look to the cloud as a fast, flexible way to derive value from data to address their business, technical and financial needs. By combining Teradata's industry-leading data warehouse software with the agility and elasticity of Azure public cloud services, customers can focus on driving business value rather than installing and maintaining physical infrastructure.

According to Teradata's recent Data Warehouse Survey to its customers, more than 90 percent of them will employ a hybrid environment by 2020 consisting of a mix of on-premises and cloud resources. The same survey indicated that 85 percent of Teradata customers want to consume at least some of their analytics "as a service." As businesses increasingly look to the cloud to drive competitive advantages, they have a need for greater agility, but also a mandate to lower financial and time commitments. These requirements are met in Teradata's Hybrid Cloud Solutions, which:

- Provide flexibility in deployment for increased responsiveness;
- Ensure high levels of security, data privacy, and regulatory compliance;
- Enable optimization of workloads across deployment modes;
- Facilitate easier management of multiple environments; and
- Lower risk through the re-use of existing tools, capabilities and training.

"The most successful vendors in the hybrid cloud space will offer broad, cross-platform support that empowers



companies to use the cloud when and where it makes sense, as much or as little as they want,” said Doug Henschen, Vice President and Principal Analyst at Constellation Research. “Organizations taking the hybrid-cloud deployment path are solving problems, gaining flexibility and realizing both expected and unexpected benefits. These companies come to see hybrid deployment as invaluable to their respective data warehousing strategies and are investigating additional use cases, including data exploration and predictive analysis in the cloud.”

“Teradata believes that customers deserve excellent performance and scalability, regardless of deployment choice. Expanding our cloud deployment options with leading public cloud providers such as Microsoft Azure allows us to provide unprecedented flexibility of deployment with the same full-featured Teradata software everywhere,” said Chris Twogood, Vice President, Product and Solutions Marketing at Teradata. “Just as critical, however, is orchestration software that ensures data, workloads, queries and users can be spread across a heterogeneous ecosystem that works together as a unified whole. Teradata’s Hybrid Cloud Solutions provide both.”

Teradata Database on Azure will offer self-service, under-an-hour provisioning, pay-as-you-go, and integration with a wide variety of Azure and Teradata software tools. Many of these features speed time to market, increase efficiency and reduce risk, such as rapid and easy procurement for quick proofs of concept and hourly subscriptions. The solution’s powerful performance, reliability and convenience features include:

- MPP (massively parallel processing) multi-node scalability from 1 to 32 nodes;
- Automatic node failure recovery to ensure customers are up again quickly; and
- Backup to (and query of data within) Azure Blob storage for easy integration.

“In this data-driven world, interest in analytics is at an all-time high,” said Steven Guggenheimer, Corporate Vice President and Chief Evangelist for Microsoft. “Microsoft Azure customers recognize the value they derive from data and are actively seeking analytic solutions, such as Teradata Database on Azure, that enable constant innovation while also optimizing resource utilization and simplifying management oversight.”

At the upcoming **National Retail Federation (NRF)** show in New York, Teradata will offer demos in booth #3463 on ways retailers can get started.

Teradata Database on Azure will be available on the Azure Marketplace. Those familiar with both Teradata software and Azure can be up and running in about an hour. Customers who are uncertain about how to best harness the cloud for positive business outcomes can engage with Teradata Consulting and Managed Services for assistance in architecting and deploying Teradata software on Azure.

Teradata Database on Azure, as well as Teradata Consulting and Managed Services for Azure, will be available

globally in Q1 2017, except in the US Gov Iowa, US Gov Virginia and China regions. Teradata Aster Analytics on Azure is targeted to be available in Q2, 2017.

To learn more, please:

- Visit <https://www.teradata.com/Cloud/Azure>
- Talk with company representatives at the Teradata booth (#3463) at the National Retail Federation trade show in New York City from Jan. 15-17, 2017

Relevant News Links

- **Teradata Strengthens Hybrid Cloud Commitment with Teradata Database on Azure**
- **Three Reasons Our Customers Are Excited About Teradata Everywhere**
- **Fresh New Features for Teradata in the Cloud**
- Teradata Everywhere press release
- Teradata Borderless Analytics press release

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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