



News Release

Teradata Marketing Applications Positioned as a Leader in Gartner Magic Quadrant for Marketing Resource Management for Fourteenth Consecutive Year

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Leaders in the MRM market demonstrate strong vision, ability to execute

Teradata Marketing Applications, a division of Teradata Corporation (NYSE:**TDC**), the **big data analytics** and marketing applications company, today announced it has again been positioned by Gartner, Inc. in the “Leaders” Quadrant of the “Magic Quadrant for Marketing Resource Management (MRM)” report.

This marks the fourteenth straight year Teradata Marketing Applications has been named a Leader in the report, which was published by Kimberly Collins, research vice president, CRM, at Gartner on February 8, 2016.

The report compares category vendors based on completeness of vision in the Marketing Resource Management market and on their ability to execute that vision. Teradata Marketing Resource Management is one of several solutions Teradata Marketing Applications provides along with Digital Marketing, Omni-Channel Marketing and Data Management Platform capabilities.

“Teradata is honored by its continued presence in the Leaders Quadrant of the Gartner MRM Magic Quadrant. Our focus remains on empowering marketers to adapt to their individual customer’s changing needs through improved marketing agility that drives sustainable business growth,” said Bob Fair, president, Teradata Marketing Applications and chief operating officer, Teradata Corporation.

Teradata has made the report available for complimentary download on the Teradata website.

The Magic Quadrant

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