



News Release

# Teradata Named a Leader in the Growing Real-Time Interaction Management Market

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Financial services customer describes Teradata as the “real-time brain and customer memory” that powers RTIM across digital channels, contact centers, and bank branches

Teradata (NYSE: **TDC**) announced today that **Forrester Research** has named Teradata a Leader in "The Forrester Wave™: Real-Time Interaction Management, Q2 2017," by principal analyst Rusty Warner, June 6, 2017. Forrester analyzed and scored the most significant real-time interaction management (RTIM) providers according to 32 criteria. Forrester calls RTIM a top technology trend “because of its use of advanced analytics to address cross-channel customer experience.”

Forrester’s positioning of Teradata in the real-time interaction market is based on its **Teradata Customer Journey Analytic Solution**, a complete set of capabilities for discerning the behavioral paths of each individual customer, determining the next best interaction and delivering a consistent, personalized brand experience through every channel and touch point.

In the report, Forrester evaluated Teradata among twelve RTIM vendors, and had this to say, “We spoke with customer references with tens to hundreds of millions of customer records who have used Teradata to power data-driven CRM and/or RTIM for many years, and they are actively implementing or piloting the new journey capabilities. One financial services reference described Teradata as the ‘real-time brain and customer memory’ that powers RTIM across digital channels, contact centers, and bank branches.”

Forrester believes that the RTIM market is growing because marketing and customer experience professionals “see it as a way to address expectations for personalized customer experiences ... Marketers increasingly trust RTIM providers to act as strategic partners, advising them on key enterprise marketing technology (EMT) investments.”



"Our customers know that Real Time Interaction Management is the fast lane to business value because it gives marketers immediate visibility into critical moments throughout the shopping experience," said Chris Twogood, senior vice president, marketing, Teradata. "I believe that Teradata's position as a leader in Forrester's 2017 evaluation makes clear that our Customer Journey consultants and technologies are trusted in the analytic science of optimizing customer engagements, relationships, and profitable business growth. That's why Teradata is considered a strategic partner by our customers."

Marketing teams are increasingly relying on predictive analytics, AI, and real time decisioning to maximize customer satisfaction and engagement, personalize offers, and align shopper behavior with business objectives. They are collaborating with CIO organizations to integrate data, refine processes, exploit the full range of analytics approaches, and even reshape entire business models to enhance customer experience. This makes Teradata's Customer Journey Solution an ideal fit, as it combines technology with **consulting services** to provide marketers critical revenue-boosting **analytic insights**. Teradata **continues to enhance the solution**, incorporating deep expertise in data integration, advanced multi-genre analytics and cross-channel orchestration.

#### Relevant News Links

- View the complete Forrester RTIM Wave report, [click here](#).
- For more details on the Teradata Customer Journey Solution, **visit the web site**.
- To see how Teradata Aster Analytics contribute to Teradata's RTIM solution.
- Teradata updates its Customer Journey Analytics Solution, April 2017 – **read article**
- **Video use case:** Global Consumer Packaged Goods giant relies on Teradata to potentially follow the customer journey for more than 65 brands to over 4.8 billion consumers in 180 countries.
- Teradata to introduce the Edge of Next in Big Data Analytics, IoT and Cloud Technology at the upcoming **Teradata PARTNERS Conference and EXPO**

#### 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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