



News Release

Teradata PARTNERS Conference at The Edge of Next: Data Science, Smart Cities, AI, Connected Cars, Hybrid Cloud

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Meet innovators driving the future of everything in analytics and using Teradata Everywhere™ to enable transformational business outcomes

Teradata (NYSE: **TDC**), the leading data and analytics company, announced details of the **Teradata PARTNERS Conference 2017** to be held October 22-26 at the **Anaheim Convention Center**, Anaheim, California. The conference is the premiere customer-led global data and analytics event for visionaries, change agents, industry leaders, and practitioners looking to extract more value from their data.

At this year's conference themed "The Edge of Next" attendees can choose from more than 200 sessions focused on creating transformational business outcomes through the Internet of Things (IoT), Data Science, Smart Cities, Connected Cars, Hybrid Cloud and Artificial Intelligence.

Global Teradata customers across industries will share their experiences, such as moving to the cloud, connecting customer and market data to business strategy, illustrating how banks build credit risk models, revealing how retailers use data-driven analysis to create competitive advantage, relating how experts use 'sensor data qualification' to take charge of the Analytics of Things, and more. Hear how a North American department store is expanding worldwide through a data-driven omni-channel platform, and how the Utah Jazz use sports analytics to revolutionize fan experiences.

Join two top representatives from the Cleveland Clinic as they describe the data governance, strategy and approach to providing high quality data quickly in the clinic's fast-paced environment as they optimize treatments as well as business value.



Diamond and platinum event sponsors on site include Teradata ecosystem partners Alation, HPE Security-Data Security, MicroStrategy, NetApp, Protegrity, SAS, and WhereScape. Teradata partners and customers will be recognized for their achievements using data and analytics at Monday evening's annual Teradata EPIC Awards ceremony, celebrating its 10th anniversary.

On Sunday, Teradata will announce big news: future-facing product and services breakthroughs and offerings. Those who register for PARTNERS will be among the first to know.

Katie Linendoll, an Emmy-winning TV personality and tech expert, will return to emcee both general sessions. Linendoll is a popular speaker and journalist who has reported for NBC's Today show, Fox News, and CNN. Linendoll will also be a guest anchor on the live news desk.

Monday's keynote speaker is **Joi Ito**, Director of the MIT Media Lab and coauthor of Whiplash: How to Survive Our Faster Future. Joi Ito combines exceptional academic and practical experience to offer an unmatched bird's-eye view of new technologies beyond the horizon.

Wednesday's keynote speaker is **Jason Silva**, host of National Geographic's Brain Games, new series ORIGINS, and creator of Shots of Awe.

Teradata executives Victor Lund, CEO, Oliver Ratzesberger, Executive Vice President and Chief Product Officer, and Rick Farnell, Senior Vice President, Think Big Analytics will share views on the community of Teradata today and tomorrow during the general session on Monday. Conference breakout sessions will be led by expert practitioners including Ticketmaster, NXP Semiconductors, 3M, Paypal, Yahoo! JAPAN, Danske Bank, Nationwide, eBay, Overstock.com, Vodafone, Rakuten, Lufthansa, and this year, specialists working with the NBA team Utah Jazz. Teradata CTO standout Stephen Brobst will lead futuristic sessions that always draw standing-room-only crowds.

New 'Meet-Up' sessions on Tuesday connect small groups with subject matter experts who will facilitate meaningful discussions - no lectures, no PowerPoint, just interactive discussion.

University student-led sessions include winners of the **Northwestern University Hackathon event** in May - and academic thought leaders from Stanford, Oxford and Harvard will be speaking. Top IT analysts will also lead sessions on the latest trends and forecasts.

This year's Teradata PARTNERS Virtual Conference is now free to attend, streaming live and on-demand for up to 90 days, from anywhere in the world. This includes Livestream general sessions, 40 breakout sessions, and 45 live

news desk interviews. Interact with Teradata experts and partners in a virtual expo hall, and network with other virtual conference peers. Teradata PARTNERS Virtual Conference runs live for three days from October 23-25, 2017.

Teradata Cares is inviting attendees to meet in the Expo Hall on Tuesday from 11am to 3pm for an important group activity to benefit and help support families of foster children in the Anaheim area. The Teradata Cares team needs help building beds, dressers, stuffing bears and tying blankets for Extraordinary Families, Our Small World Foster Family Agency and others.

PARTNERS reaches its crescendo during Wednesday evening's Gala Event at The House of Blues in Anaheim, featuring Grammy Award®-nominated Mississippi rock band 3 Doors Down.

Relevant News Links

- **Teradata PARTNERS conference registration**
- **Check out the amazing PARTNERS session catalog & abstracts**
- In case you missed it: **Top Analyst Firms Name Teradata a Leader in Six Evaluation Reports**

News flash! **Teradata Acquires San Diego-based Start-up StackIQ**

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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