



News Release

Teradata is Named a Leader in Gartner's 2018 Magic Quadrant for Data Management Solutions for Analytics

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Teradata recognized as a Leader for the 16th consecutive time

Teradata (NYSE: **TDC**), the leading data and analytics company, has again been positioned in the Gartner, Inc. 2018 Magic Quadrant for Data Management Solutions for Analytics¹ issued February 13, 2018, by Gartner analysts Adam M. Ronthal, Roxane Edjlali, and Rick Greenwald. Vendors are evaluated by Gartner on completeness of vision and ability to execute following detailed research. As one of 22 vendors evaluated in the 2018 report, Teradata was recognized as a Leader for the 16th consecutive time.

Gartner's report describes the state of the market: "Although the traditional data warehousing use case remains foundational to most organizations' analytics initiatives, there is also interest in the ability to manage and process increasingly diverse formats for both internal and external data." The report also states: "A complete DMSA must therefore be able to accommodate a diverse range of data types. These may include interaction and observational data — from Internet of Things (IoT) sensors, for example — as well as nonrelational data, such as text, image, audio and video data."

"Teradata's continued leadership in this industry validates our strategy to offer customers unprecedented analytics at scale, data management, license flexibility and deployment choices," said Oliver Ratzesberger, Chief Operating Officer, Teradata. "I am delighted to see that our public cloud partners, Microsoft and Amazon Web Services, also appear in the leaders' quadrant, confirming that Teradata customers, regardless of where they deploy our software, are receiving the very best products and services available."



To ensure customers can make the most of their data and analytic assets, Teradata introduced **Teradata Everywhere**, a flexible, agile and scalable way to ensure high return on analytic investments, while limiting the risk in making those investments. Teradata Everywhere makes analytics available where and when they are needed – in the cloud, on-premises or both – coupled with license tiers that provide flexibility in how the **Teradata Analytics Platform** is purchased and deployed.

For this Magic Quadrant, Gartner defines a data management solution for analytics as “a complete software system that supports and manages data in one or more file management systems (usually databases). DMSAs include specific optimizations to support analytical processing. This includes, but is not limited to, support for relational processing, nonrelational processing (such as graph processing), and machine learning and programming languages such as Python and R. Data is not necessarily stored in a relational structure, and multiple models can be used — for example, relational, XML, JSON, key-value, text, graph and geospatial.”

¹ Gartner, Inc., Magic Quadrant for Data Management Solutions for Analytics, Analysts Adam M. Ronthal, Roxane Edjlali, Rick Greenwald, February 13, 2018. *Former report titles include “Magic Quadrant for Data Warehouse and Data Management Solutions for Analytics” and “Magic Quadrant for Data Warehouse Database Management Systems.”

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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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Related links

- **The Teradata Analytics Platform: a modern analytic environment that integrates commercial and open source analytics, including AI, with the Teradata database.**
- **De-risk the decision with Teradata Everywhere**