"REAL" INNOVATION WITH BIG DATA: USE CASES

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Abstract

Leading data-driven companies put data and analytics at the center of their business.

The data and analytic-centric approach, as opposed to the common application-centric approach that grows in complexity and cost over time with decreasing value, allows you to connect the dots across your business. The Unified Data Architecture™ (UDA) helps you achieve a unified, 360-degree view of your data so you can:

• Turn previously invisible opportunities into actionable insights

• Power your organizational opportunities by more effectively organizing, storing, and leveraging data

• Make smarter business decisions based on deep and relevant insights

Organizations that want to gain a competitive advantage through analytics need to adopt a comprehensive data architecture that leverages existing, new, and emerging technologies. Harnessing relational and non-relational data, and running SQL and non-SQL analytics requires specialized technologies. That's why Teradata offers best-in-class solutions that directly address business needs, while continuing to strip out the complexity typically associated with a hybrid environment.