The success of your data warehouse solution has always rested on the performance of your database engine. But as your data requirements grow increasingly complex, performance becomes more vital than ever. So does finding a faster, simpler way to manage your data warehouse. You can find that combination of unmatched performance and efficient management in the Teradata® Database.

In fact, we’ve enhanced the Teradata Database to provide you and your business with new features and functions for even higher levels of performance and efficiency, features that automatically distribute data and balance mixed workloads even in the most complex environments. In addition, the enhanced release 12.0 of Teradata Database provides more granular workload management. This allows you to automatically adjust workload management settings based on events in addition to workload conditions. These adjustments will dynamically manage the system so that priorities and commitments are met.

This proven high-performance decision support engine offers you a full suite of data access and management tools, plus world-class services based on Teradata’s years of data warehouse experience. It’s a unique combination of products and expertise that provides a time-tested data warehousing solution – a solution that delivers many business advantages to you and your company.

Already the foundation of the world’s most successful data warehouses, Teradata Database is designed for decision support and parallel implementation. And it’s as versatile as it is powerful. It supports hundreds of installations, from fewer than ten gigabytes to huge warehouses with hundreds of terabytes and thousands of customers. The inherent parallelism of Teradata Database provides more than pure performance. It also offers low total cost of ownership and a simple, scalable, and self-managing solution for building a successful data warehouse.

Because Performance Counts

I would love to say that I spend half my time administering the Teradata system. Because when you consider the EDW’s importance to the company, it should be half my time. But the truth is that I spend a lot more time maintaining other databases and performing other aspects of my job than I do working on the Teradata system. Teradata runs so well that it really runs on its own. I don’t spend a lot of time managing it compared to the other databases that I am responsible for. It’s by far the most important and yet it takes the least amount of effort to keep running.”

– Sandy Rumble, Data Center and Operations Manager, PING, Inc.
Teradata Database 12.0

cost-based optimizer, and better statistics processing.

> Continue to maintain the data warehouse’s predictable performance through enhanced workload management with more precise query identification and management. This can be based on events in addition to system conditions and query attributes.

> Easily embed business logic processing using more flexible stored procedures and table functions.

**Built-in Business Benefits**
Teradata Database delivers benefits that provide a single view of your business, a view that lets you make better, faster decisions and realize top- and bottom-line growth. In fact, it will help you:

*Extend decision support capabilities*
Teradata Database can enable more sophisticated Business Intelligence (BI) analysis by optimizing increasingly complex analytics and simplifying their development. That increased performance gets answers to users faster and processes more work in the same time frame.

*Ease enterprise integration*
Our enterprise extensions allow Teradata Database to fit better with your enterprise infrastructure. We also offer enhanced security and privacy that complies with all consumer and regulatory legislation. And our enhanced accessibility for external sources, targets, and processes enables multiple language data warehouses for global corporations.

*Extend the capabilities of Teradata Database*
Each industry, business, and application is unique. Many incorporate unique types of data and analytic functions. Within Teradata Database’s high-performance and scalable parallel architecture, you can extend the native capabilities with user-defined types, user-defined functions, and stored procedures. Store any type of data your business uses and analyze it with all

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**The Teradata Database Difference**

Your data warehouse solution depends on its database engine. So make sure the database you select offers:

> Effortless scalability through fully parallel operation.
> Mission-critical availability.
> Complex and ad hoc query performance.
> Mixed workload performance (ability to keep data current and handle strategic, tactical, and operational queries).
> Ease of manageability.
> Simplified mainframe integration.
> Complete support infrastructure.
> Reference accounts.
> Lowest total cost of ownership.

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“Besides providing new information that wasn’t visible before, putting together the reports has allowed considerable time savings. Prior to the data warehouse, some of our reports took up to 40 hours to put together. Now these reports are ready in literally a few minutes.”

- David Cortese, Vice President and Division CIO, Sony Pictures’ Home Entertainment division
of the scalability and ease of management you expect from Teradata Database.

**Increase performance for operational workloads**

Teradata Database lets you acquire data faster than ever for more effective, timely decisions. We’ll show you how to extend the operational use of your data warehouse to more easily support front-line applications and decision makers.

**Streamline mixed workload management**

Optimize your data warehouse efficiency and improve business responsiveness with streamlined management of mixed workloads that:

> Automatically defines workloads based on business needs.
> Establishes service level goals for multiple workload types.
> Develops prioritization strategies according to business rules.

Monitors adherence to your service level goals.

**For More Information**

To learn more about how Teradata Database can help you build a better data warehouse – and a better business – call your Teradata representative or visit Teradata.com.