



**Q4 2016-2017  
CORPORATE OVERVIEW**  
*FEBRUARY 13, 2017 UPDATE*

Teradata (NYSE: TDC) is a leading analytics solutions and consulting services company based in the U.S. with 4,500 employees in the Americas, 6,600 in the International region (includes 4,100 employees in the Asia-Pacific-Japan (APJ) area and 2,500 employees in the Europe, Middle East, Africa (EMEA) area. Products and services are described in detail at [teradata.com](http://teradata.com).

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**Industries Served** Retail, financial services and insurance, government and public services, healthcare, life sciences, eCommerce, digital media, entertainment, manufacturing, oil and gas, hospitality, telecommunications, travel, transportation, utilities.

**Market Leadership** Teradata has more than 2,600 customer installations, notably:

- 17 of the top 20 global commercial and savings banks
- 17 of the top 17 telecommunications companies
- 15 of the top 20 travel and transportation companies
- 15 of the top 20 global retailers
- 13 of the top 20 healthcare companies
- 12 of the top 20 manufacturing companies

On any given business day in almost every industry throughout the world, well over 3 million users benefit from a Teradata analytics environment or business application.

**STAY CURRENT: 1) [News releases](#) 2) [News articles/media coverage](#) 3) [Teradata BLOGS](#)**

**Financial Information:**

Non-GAAP*, In millions	2016					2015
	Q1	Q2	Q3	Q4	YTD	FY
<b>REVENUES</b>						
Products	\$ 188	\$ 220	\$ 208	\$ 259	\$ 875	\$ 1,028
Services	323	344	344	367	1,378	1,349
Total Revenues	511	564	552	626	2,253	2,377
<b>Gross Margin</b>						
Products	112	132	136	146	526	609
Services	149	167	162	175	653	644
Total Gross Margin	261	299	298	321	1,179	1,253
<i>% of Revenue</i>	51.1 %	53.0 %	54.0 %	51.3 %	52.3 %	52.7 %
<b>EXPENSES</b>						
SG&A	131	132	134	141	538	635
R&D	38	36	42	54	170	166
<b>TOTAL OPERATING INCOME</b>	92	131	122	126	471	452
<i>% of Revenue</i>	18.0 %	23.2 %	22.1 %	20.1 %	20.9 %	19.0 %
Other Expense, net	(3)	(2)	(2)	(10)	(17)	(6)
Income tax expense	27	35	29	27	118	122
Net income	\$ 62	\$ 94	\$ 91	\$ 89	\$ 336	\$ 324
<i>% of Revenue</i>	12.1 %	16.7 %	16.5 %	14.2 %	14.9 %	13.6 %
Shares outstanding (diluted)	130.9	131.5	131.6	132.0	131.5	141.9
EPS (diluted) non-GAAP	\$ 0.47	\$ 0.71	\$ 0.69	\$ 0.67	\$ 2.56	\$ 2.28

\* See the Reconciliation of Results - GAAP to Non-GAAP on the Investor Relations page of the company's website at [investor.teradata.com](http://investor.teradata.com)

## Customers (selected)

Aflac, Ace Hardware, Ameren, American Eagle Outfitters, Amgen, Apple Computer, Arrow Electronics, AT&T, Bank of the West, Barclays Bank (UK), Belk Stores, Belgacom, Blizzard Entertainment, BNSF, Bonprix (Fr), British Airways, Cabelas, CarMax, Carrefour, Cars.com, Caterpillar, Centers for Medicare and Medicaid Services, Chinatrust Bank, Coca-Cola, Columbia Sportswear, CVS Stores, Dell, DHL Express, DSW Shoes, Delta Airlines, eBay, Electronic Arts, Express Scripts, Etisalat, Ford Motor Company, GAP Stores, Gjensidige (Norway), Groupon, GSK, Hallmark Cards, Hana Financial Group (Korea), HEMA (The Netherlands), Hershey, Hertz, Highmark, Home Depot, INPS (govt), Isetan Mitsukoshi (Japan), Intercontinental Hotels, JCPenney, JD Williams (UK), Kaiser Permanente, Kintetsu Department Store (Japan), Lotte Department Store (Korea), KPN (Netherlands), LIDL Stores (Germany) Lufthansa, Lowe's, Machinima, Macy's, Medibank, Meredith Corporation, Metro, Mizuho Bank (Japan), Nationwide Insurance, Netflix, Nikkei Digital Media (Japan), Office Depot, Oita Bank (Japan), Oklahoma Gas&Electric, Otto Group, Overstock.com, Pacific Gas & Electric, PayPal, Pfizer, P&G, Publix, Rakuten (Japan), Railinc, RBC (Canada), Red Apple Holdings, Rhapsody.com, Russian Standard Bank, Sabre/Travelocity, 7-Eleven Stores, Sears, Senshukai (Japan), Shanghai Stock Exchange, Sheetz stores, ShopDirect, Shutterfly, Singtel Optus, Skechers USA, Southern California Edison, Speedway Stores; States of Ohio, Michigan, Texas, Missouri Tax Dept; Station Casinos, Supervalu, Telstra (Australia), Tesco Stores, T-Mobile, Unicredit, United Rentals, United Supermarkets, Union Pacific Railroad, Verizon, Wal-Mart, Wellmark, WellPoint, Williams-Sonoma, Yahoo! Japan, Xcel Energy, and many more across industries.

## Partnerships (selected)

Accenture, Alation, Aptitude, Amazon Web Services, Capgemini, Celebrus, Cisco Systems, Cloudera, Cognizant Technology Solutions, Dell-EMC, Deloitte Consulting, ESRI, Fuzzy Logic, Harte Hanks, Hewlett Packard Enterprise Security, Hortonworks, IBM, including Global Business Services, Cognos Analytics, Guardium Security, Information Integration and Governance, and SPSS Predictive Analytics; Informatica, MapR, Microsoft, MicroStrategy, Oracle, Protegrity, Qlik Technologies, Inc., SAP, SAS, Tableau, TIBCO, Wipro and Wherescape.

## IT and Marketplace Recognition: Company Leadership in Big Data, Analytics and Marketing SW

[Teradata is recognized](#) by analysts, publications, and think-tank groups for its leadership in data warehousing, enterprise analytics, integrated marketing, marketing applications, services, and the big data marketplace.

- Teradata is positioned as a leader in 2015 by top IT analyst firms: In latest 2016 Gartner MQ for Data Warehousing DM and Analytics; in the [Forrester Big Data Hadoop Wave](#); in the [Forrester WAVE for Data Warehousing](#), the [OVUM Analytics Decision Matrix](#); the Forrester Research Real-Time Interaction Management report, the Forrester Wave™ for In-Memory Database Platforms, in Gartner's "Critical Capabilities for Data Warehouse and Data Management Solutions for Analytics" report, and in the latest [Information Difference Report](#).
- [Teradata Recognized by Gartner as Market Leader in Integrated Marketing Management Magic Quadrant](#).
- [Teradata Positioned in "Leaders" Quadrant of Gartner Magic Quadrant for MultiChannel Campaign Management for 9th Consecutive Year](#).
- Teradata was named a Leader in the [Gartner MQ for Marketing Resource Management](#) for 13th Consecutive Year.
- [Teradata Labs Achieves Elite Global Status for Mature Business Processes and Quality Control](#).
- Again in 2015, the Ethisphere Institute [named Teradata one of the world's most ethical companies](#).
- [Teradata Recognized Among Global Companies in Consulting for Business Intelligence](#) and Information Management by Gartner -- *receives 'positive' rating for consulting and systems integrator vendors - N. America*.
- Teradata Labs won the [Top Tech Innovation award](#) in San Diego's most prestigious, highly-competitive technology awards program. This is San Diego's largest annual award program.
- Teradata was included in the [2014 CRM Watchlist](#), a select group of marketing automation solution providers published by ZDNet and referenced everywhere.
- For a full list of awards honoring Teradata and its executives, visit [the Teradata Awards page](#) on our web site:

## Teradata products, solutions, and services:

### NEW! [Teradata introduces major business and technology innovations](#)

In September 2016, Teradata introduced [Teradata Everywhere™](#), an industry first that brings the world's most powerful MPP analytic database to multiple public clouds, managed cloud, and on-premises environments including Amazon Web Services, Microsoft Azure, Teradata Managed Cloud, VMware virtualization software, and the Teradata IntelliFlex™ platform. It delivers the flexibility to implement a hybrid architecture with a common database that enables shifting of workloads between environments as business needs evolve, supporting a company's changing needs. At the same time, Teradata introduced a new capability for customers called ["Borderless Analytics."](#) This delivers on the promise of [Hybrid Cloud](#) with new technology advancements that provide extreme flexibility, resource agility and analytic freedom. It breaks down the borders of yesterday's single system, single technology analytics, empowering companies to analyze data where they want, when they want, and across the data and platforms they need regardless of where they reside. It is enabled by Teradata QueryGrid™ software for analytics across data stores, and Teradata Unity™ for automated orchestration of a Teradata multi-system environment.

Also newly introduced are 1) the **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. The solution uses Teradata's proven consulting services, as well as technologies that enable real-time customer data integration, advanced behavioral analytics and multi-channel marketing automation; 2) **Teradata RACE; Rapid Analytic Consulting Engagement**, an agile, technology-agnostic methodology that gives clients insight into the potential business value of analytic solutions before an investment is made. Teradata's deep expertise and experience in driving high-impact business outcomes fuses business knowledge, data science and technology in a proven process that fully delivers on commitments in just six to ten weeks, rather than months.

### [Teradata® Unified Data Architecture™](#)

At the center of Teradata's data-driven solution offerings is the Teradata Unified Data Architecture (UDA), which is a framework for organizations to integrate and analyze all types of data across multiple Teradata systems. It leverages technologies from Teradata, Teradata Aster® Advanced Analytics, [Apache™ Hadoop®](#) and our technology partners, to enable

business users to ask any question, against any data, with any analytic at any time. It includes Teradata Viewpoint, Teradata Connectors, and Teradata Vital Infrastructure, and hardware – a complete suite of Teradata data warehouse appliances and Teradata Aster Advanced Analytics products, plus a [Portfolio for Hadoop](#). Utilizing the Teradata UDA, **organizations can access, deploy, support, and manage all their data, big or small – structured and unstructured.**

**Teradata QueryGrid™** is a breakthrough in data orchestration software. QueryGrid gives users seamless, self-service access to data and analytic processing across many different systems [from within a single query](#). Queries can be initiated from the Teradata and Teradata Aster Databases or from Hadoop using the Presto SQL engine. Using existing SQL skills users can orchestrate powerful queries that leverage disparate datasets and analytic capabilities on several systems at once.

**Teradata Database - our flagship software** is recognized as the superior choice for analyzing and processing the increasing volumes and complexity of data and queries – while improving performance and economics. Teradata Database's parallel processing architecture and software provides the foundation for a wide range of data warehousing functions. These functions range from reports for ad-hoc queries by users to direct self-service access by consumers. Our database delivers real-time intelligence with mixed workload support, thousands of concurrent queries, simplified system management, high system availability, event monitoring, and easy enterprise integration.

**The Teradata Workload-Specific Platform Family** offers our customers platform options anywhere in the enterprise – as an active data warehouse, enterprise-wide data warehouse, entry-level data warehouse appliance, special-purpose data mart or a sandbox environment. Our platforms range from symmetrical multi-processing (SMP) to massively parallel processing (MPP).

**Teradata Aster Analytics** is the most comprehensive multi-genre advanced analytics solution at scale that empowers business users to uncover and operationalize non-intuitive insights. Aster Analytics delivers more than 100 prebuilt advanced analytics algorithms empowering business analyst to interactively analyze multi-structured data with sophisticated analytics such as path, pattern, text, graph and machine learning algorithms, all within a single interface. Aster Analytics is the only advanced analytics solution to integrate SQL, Teradata Aster SQL-MapReduce®, Teradata Aster SQL-GR™ (Graph) and R analytic engines within an MPP architecture for high-speed parallel processing to tackle most complex business problems. Aster Analytics also includes a framework to build, share, deploy, and operationalize analytic apps that eliminates the need for users to have advanced programming expertise.

**Teradata Portfolio for Hadoop** – is a flexible suite of products and services for our customers to integrate Hadoop into a Teradata environment and across a broader enterprise architecture, while taking advantage of world-class Teradata service and support. It includes products and services to suit every budget and maturity level of Hadoop skills, from an enterprise Hadoop distribution and fully-integrated appliances to consulting and support services on existing customer hardware.

**Teradata Applications** –These include 1) [Teradata Customer Interaction Manager](#), a platform for complete and current detailed and historical customer data and better tools for analyzing and selecting the right customers for marketing promotions, whether the communications are traditional outbound, event-based, or inbound; 2) [Teradata Real-Time Interaction Manager](#), a platform which enables the sending of contextually relevant messages and offers, cross sell, up-sell, and other real-time communications to customers; and 3) [Teradata Demand Chain Manager](#), a platform that provides a highly accurate view of future consumer demand with the most accurate forecasts, inventory visibility and dynamic stratification rankings of merchandise categories, with location combinations according to their importance to the business.

## **Teradata Consulting and Support Services**

- **World-leading Teradata Professional Services consultants** combine a patented methodology with extensive industry expertise and hands-on experience to help our customers quickly recognize business value and minimize risk. Our consultants provide data warehousing business impact modeling, design, architecture, implementation, and optimization consulting services, as well as enterprise analytics consulting, data management services, and managed services. We offer new services for big data volumes, helping our customers understand business opportunities and technical requirements.
- **Think Big Analytics, a Teradata company** is the leading consulting and solutions company focused exclusively on Hadoop and big data solutions. Think Big's proven Hadoop and big data consulting methodology and capabilities help companies ensure successful implementation of their big data initiatives. The consulting teams have deep-domain knowledge with a variety of Hadoop distributions such as Hortonworks, Cloudera, and MapR.
- **Clariview, a division of Teradata**, offers industry-leading consulting services -- a consultancy that delivers best-in-class business intelligence, analytics, and data warehousing strategy, architecture, and implementation services that enable organizations to realize the full benefits of their data and information assets. Clariview is focused on strategy, design, delivery, and management of end-to-end BI solutions to enable clients to take full advantage of their data assets.
- **Teradata Customer Support Services** provide an experienced, single point of contact and delivery for the deployment, support, and ongoing management of Teradata data warehouses around the world. Our customer support service team offers proactive and reactive services, including installation, maintenance, monitoring, back-up, and recovery services to allow customers to maximize availability and leverage the value of their investments in data warehousing better.

## **EXECUTIVE LEADERSHIP:**

Victor Lund, President and Chief Executive Officer; Mikael Bisgaard-Bohr, Executive Vice President & Chief Business Development Officer; John Dinning, Executive Vice President & Chief Business Officer; Dan Harrington, Executive Vice President, Consulting & Support Services; Peter Mikkelsen, Executive Vice President, International; Laura Nyquist General Counsel and Secretary; Oliver Ratzesberger, Executive Vice President & Chief Product Officer; Karen Thomas, Executive Vice President, Americas; Steven Scheppmann, Executive Vice President and Chief Financial Officer; Stephen Brobst, Chief Technology Officer; and Suzanne Zoumaras, Executive Vice President & Chief Human Resource Officer. All bios are available on [teradata.com](http://teradata.com) – [click here for details](#).