* There are several data warehouses available but today I will be talking about TERADATA
* [Teradata](http://www.teradata.com/?LangType=1033&LangSelect=true) is a market leader in the data warehousing space that brings more than 30 years of history to the table.
* The company is leading the charge with new tools, innovations, and capabilities, including all the latest in Hadoop-based technologies.
* EXPLAIN THE DATA STRUCTURE
* For QUERY processed by a database can create trillions of low-level **instruction**s executed in hardware
* Each instruction can create requests to the memory or data storage
* Since it is easier and faster to access the memory a lot companies try to move all the data into the memory
* This is only a partial solution and becomes too expensive as the data increases
* To solve this problem, TERADATA analysed their customer patterns and realised that 90% of the query activity only accesses 20% of the data.
* So now they introduced TERADATA intelligent memory
* Based on usage, they rank data in the data storage by temperature
* Then copy the hottest data to the intelligent memory, so as data increases or decreases in temperature,
* It is moved in and out of the memory
* This is much cheaper implement