

The background is a vibrant cosmic scene with purple and orange nebulae and star clusters. A large, solid black arrow points upwards from the bottom center towards the top of the frame, passing behind the title text.

# Evolution of Teradata

## From a Database to an Analytic Platform

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"Data and Analytics Enthusiast"

T E R A D A T A   A N A L Y T I C S   U N I V E R S E   2 0 1 8

# Agenda

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- Our Beginnings
- Move from Database to Data Warehouse
- From a Data Warehouse to an Unified Data Architecture
- From the UDA to the Analytics Platform

# Circa 1970's

## Sources



CRM



SCM



ERP

## Users



Marketing  
Executives



Knowledge  
Workers

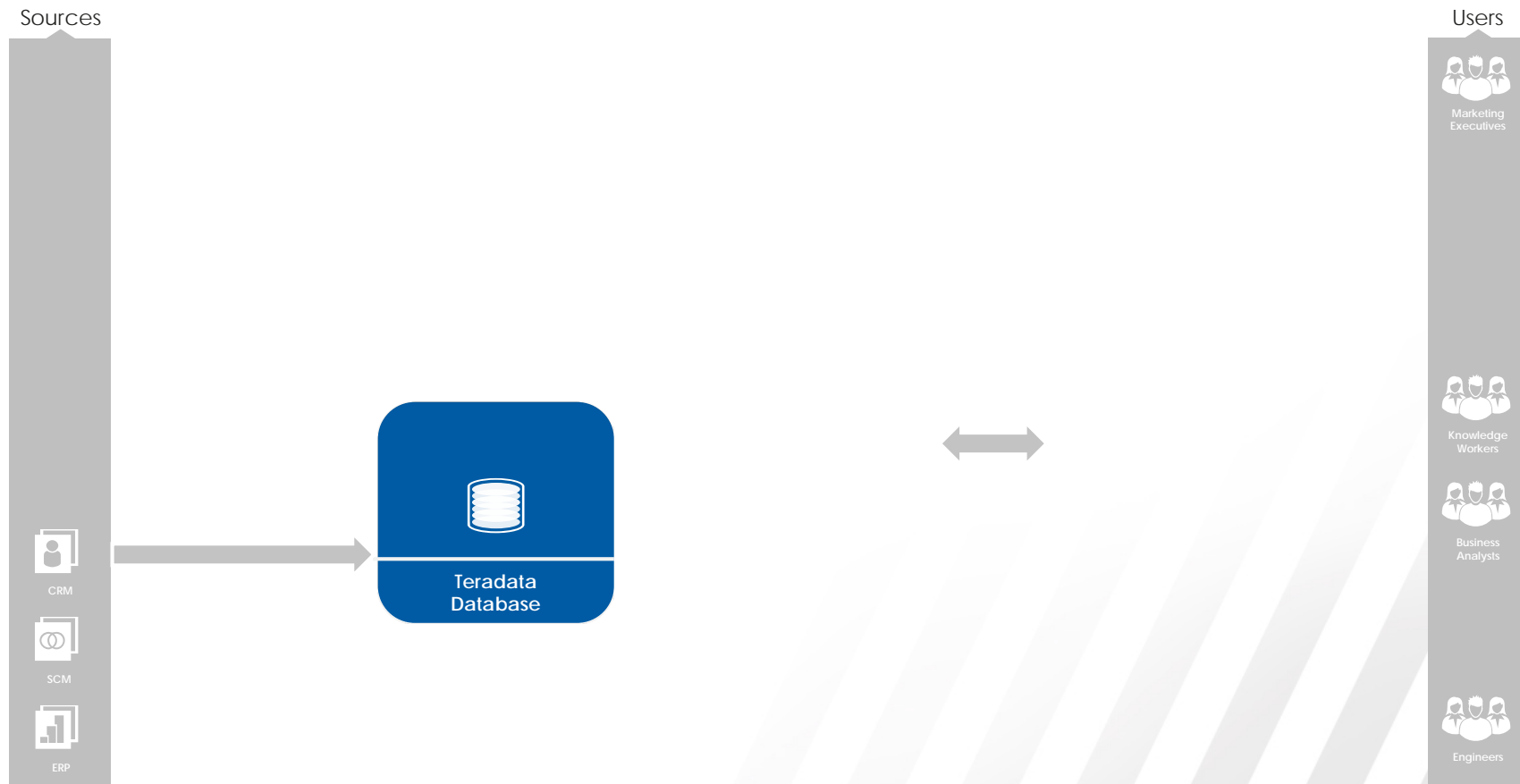


Business  
Analysts

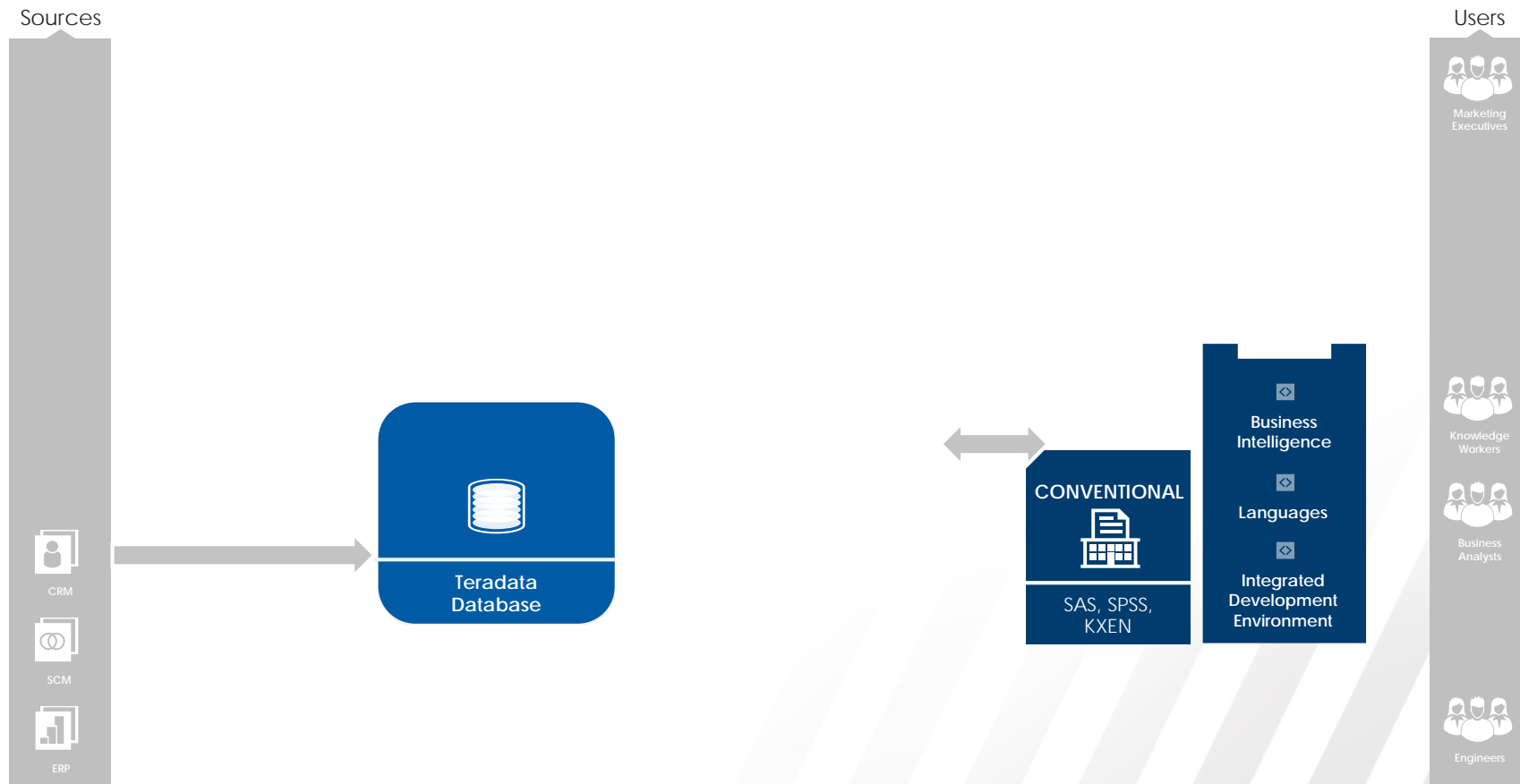


Engineers

# Circa 1984

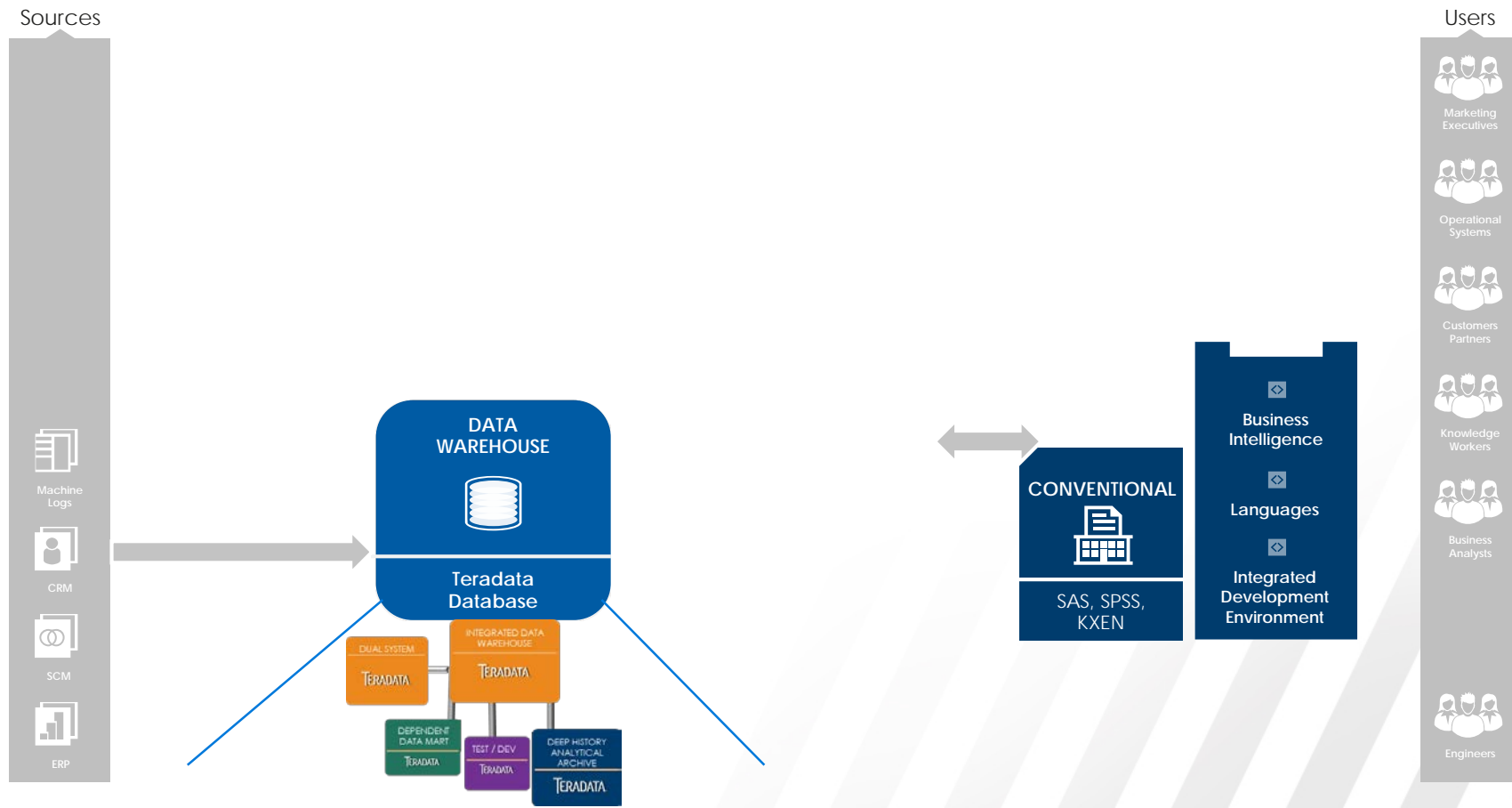


# Circa 1987

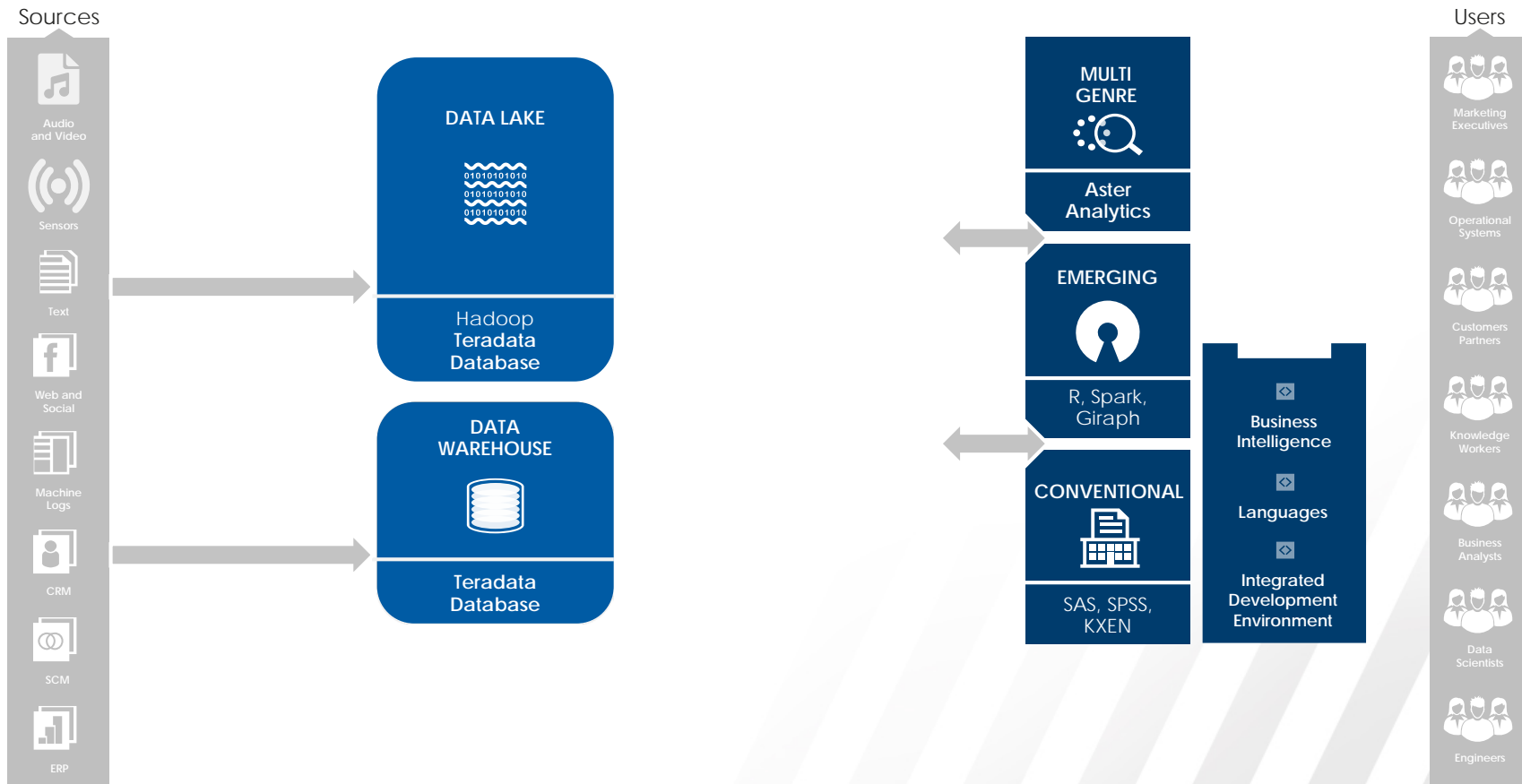




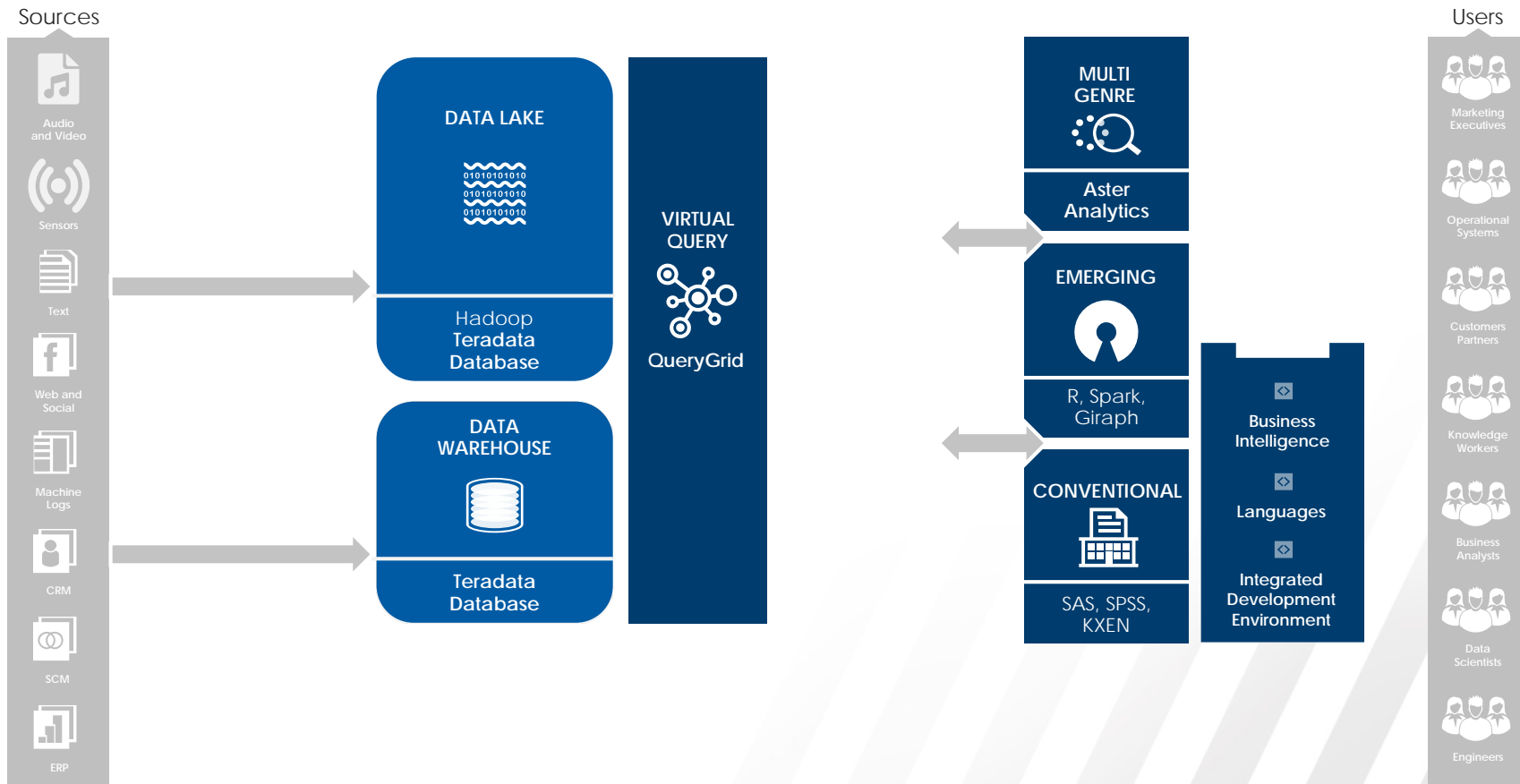
# Circa 1990's



# Circa 2000's

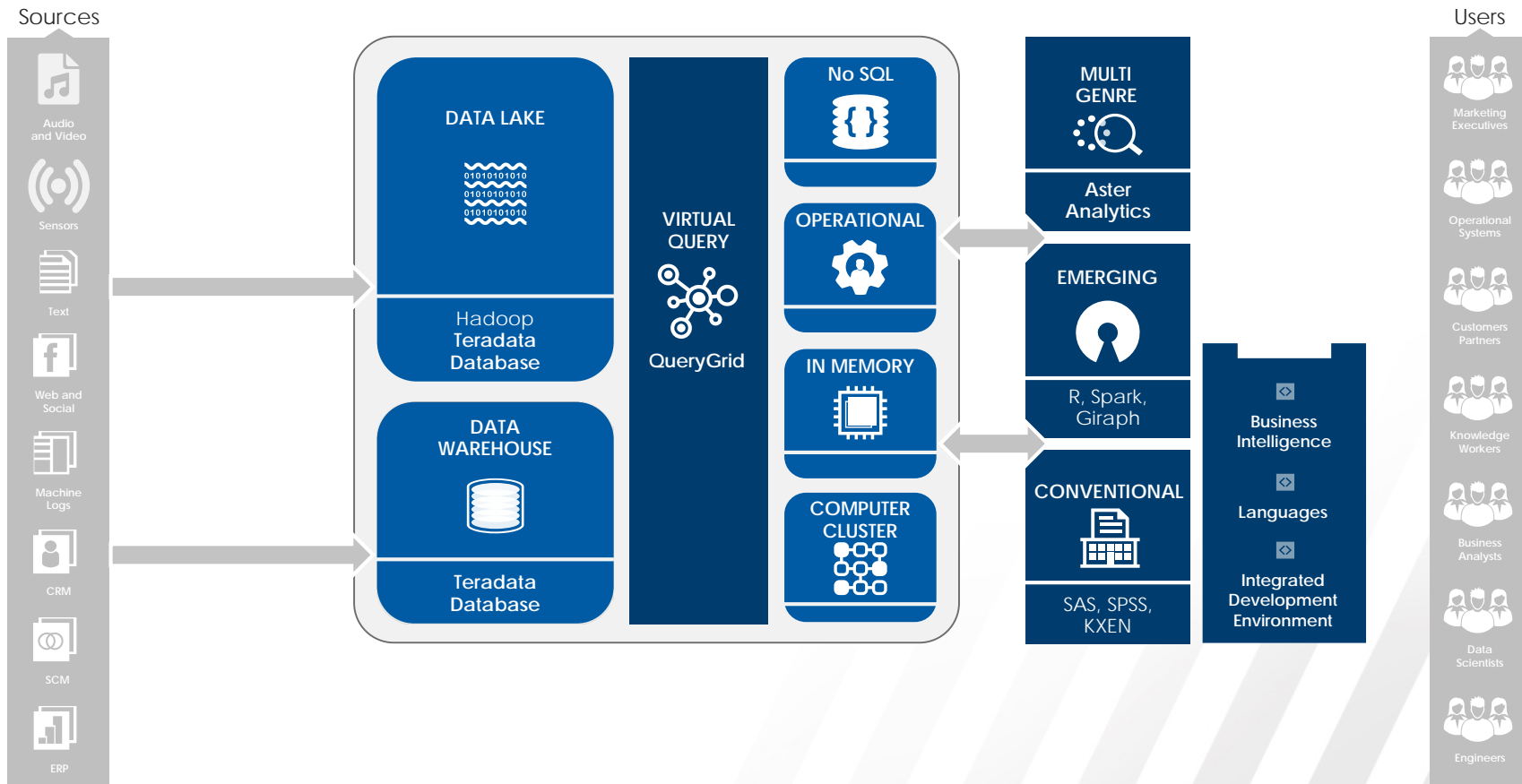


# Circa 2010's

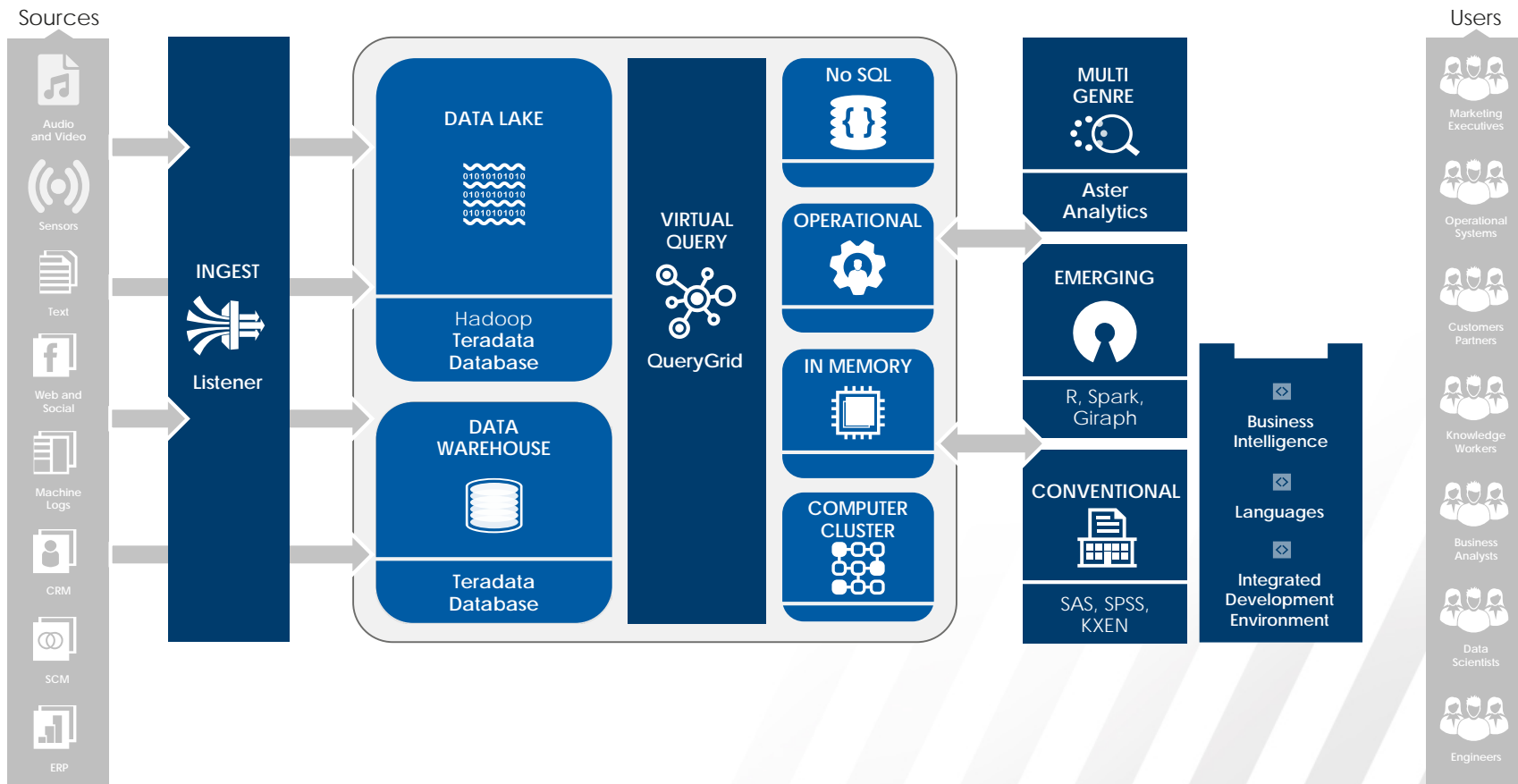




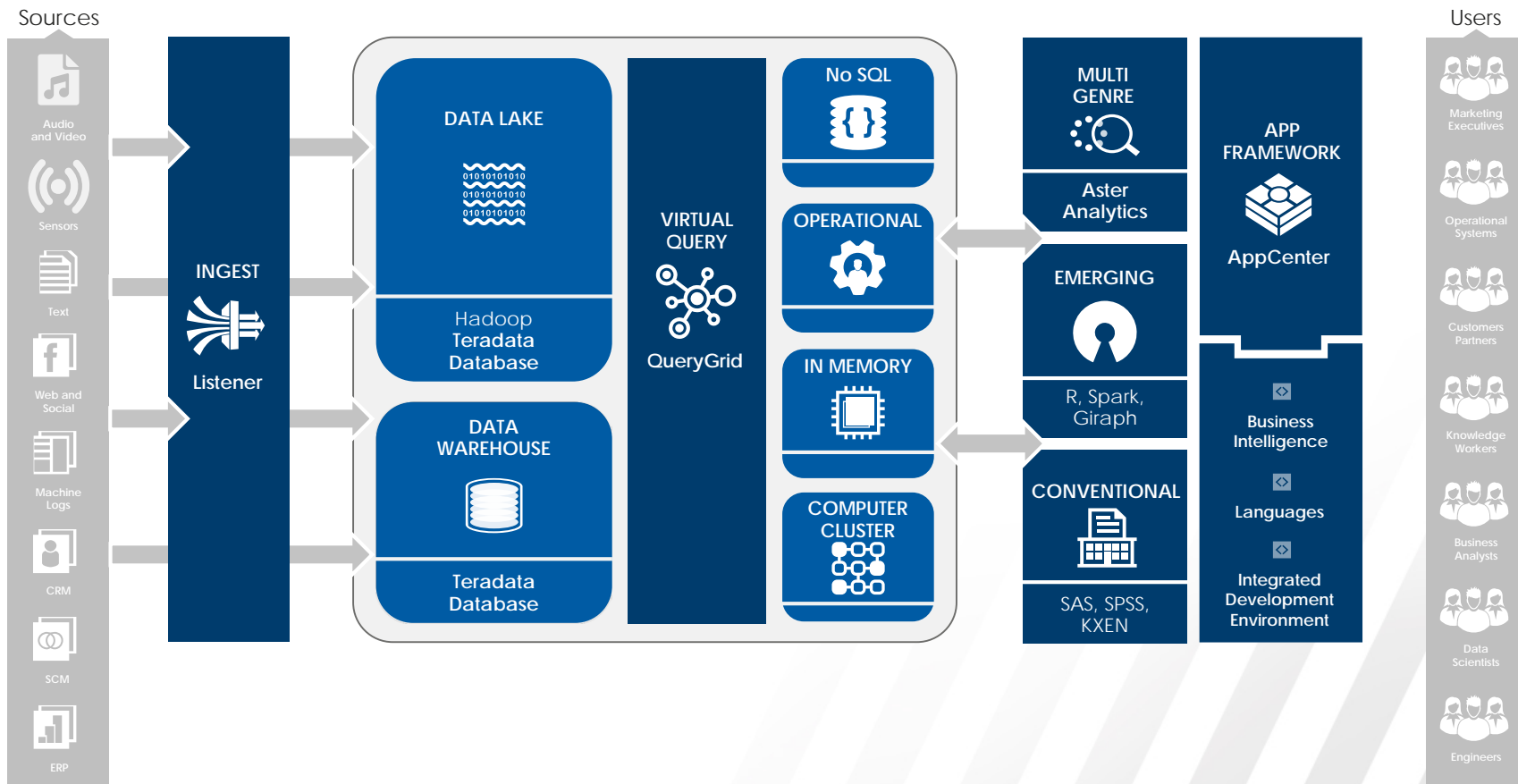
# Circa 2010's



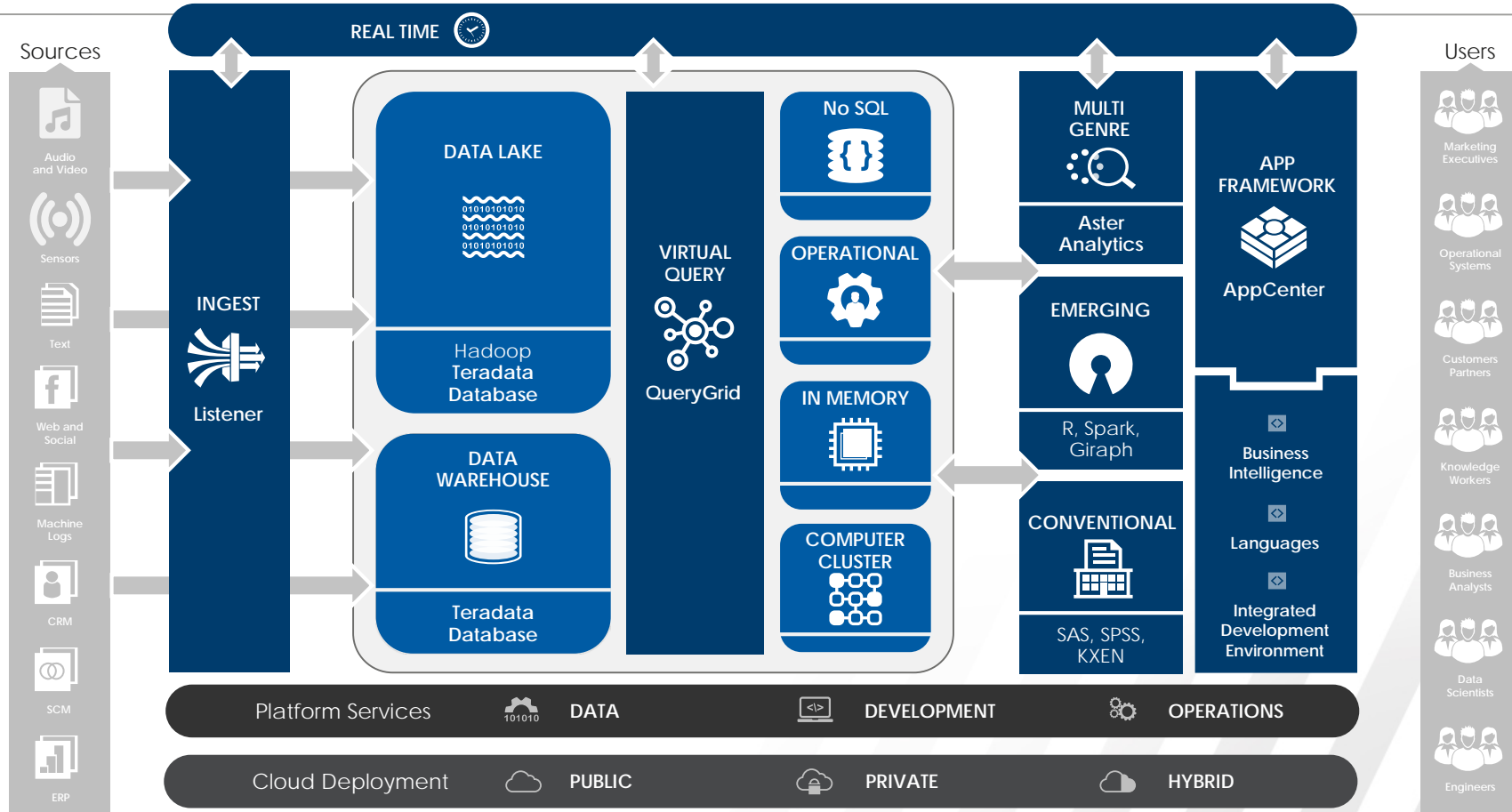
# Circa 2010's



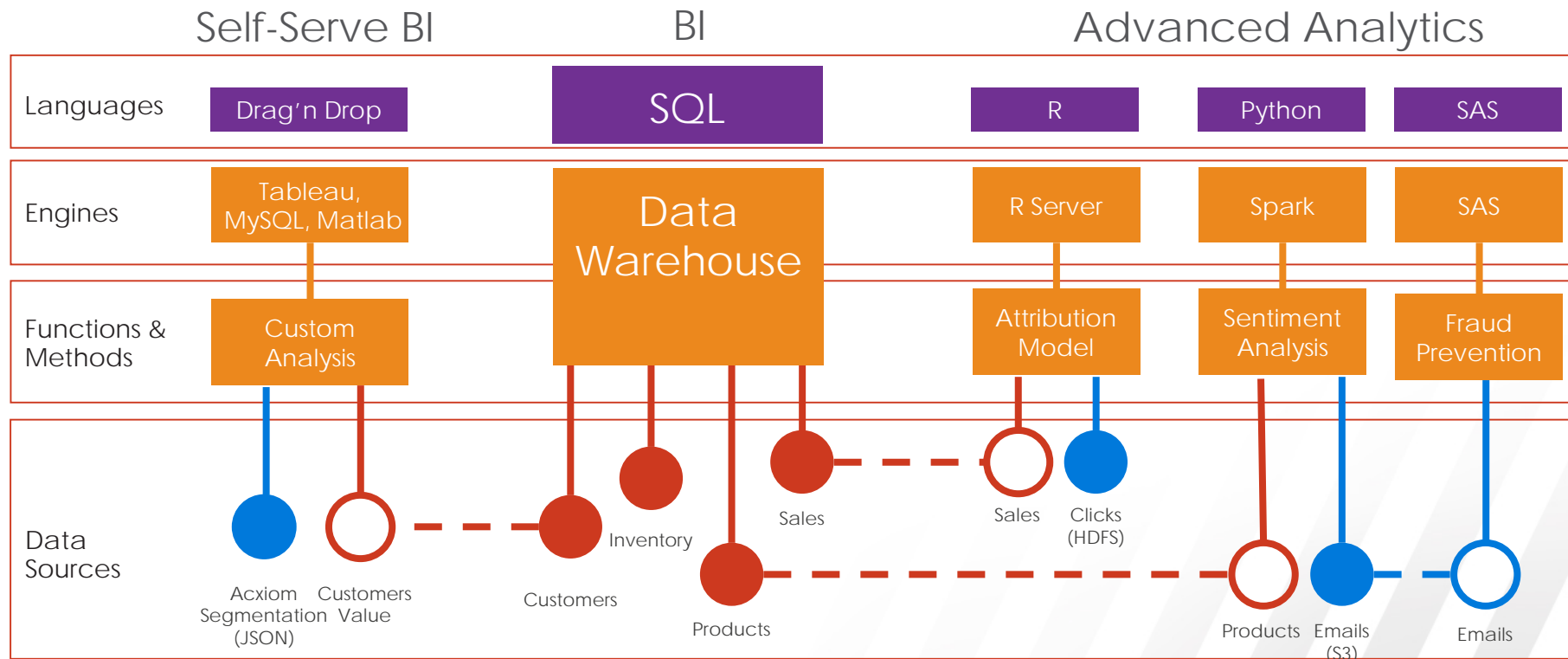
# Circa 2010's



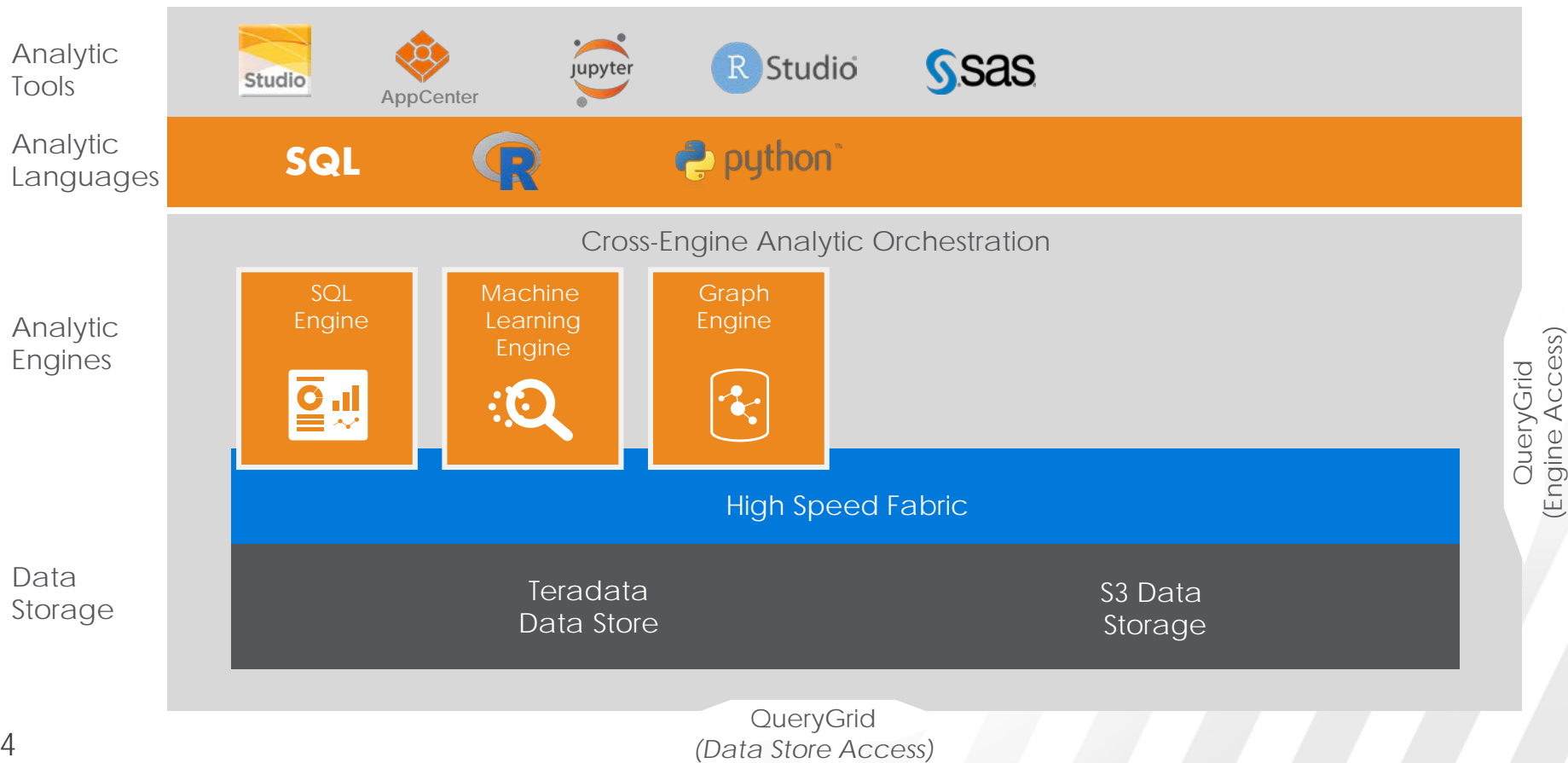
# Circa 2010's



# Silos are not the answer



# Tiers Drive Integration of Analytics



# We Made History ...Now we are Making the Future

**TERADATA**  
ANALYTICS UNIVERSE

Analytic  
Tools



Analytic  
Languages

SQL



Scala \*



JS \*

Analytic  
Engines

Cross-Engine Analytic Orchestration

SQL  
Engine



Machine  
Learning  
Engine



Graph  
Engine



Spark  
Engine\*



TensorFlow  
Engine\*



Custom  
Engine\*



High Speed Fabric

Data  
Storage

Teradata  
Data Store

S3 Data  
Storage

QueryGrid  
(Engine Access)

QueryGrid  
(Data Store Access)

\* Anticipated future capabilities



# Key Take Aways

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- *Our Beginnings*
  - Driving analytics through efficient data management
- *Move from Database to Data Warehouse*
  - Become a critical part of the analytic landscape
- *From a Data Warehouse to an Unified Data Architecture*
  - Embrace big data and new analytics
- *From the UDA to an Analytics Platform*
  - Do for analytics what we did for data

# Thank You!

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**Questions/Comments**

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