



PARTNERS

Business Objects and Teradata

Teradata and Business Objects Joint Customers:

AT&T Wireless

Tesco Stores Limited

The Gap

Safeway

"Given the pace of change in retail, it is imperative for Tesco to have good quality information at the fingertips of those who most need it. As we consolidate our data from around the world, Business Objects and Teradata help us achieve this objective."

Colin Cobain, IT Director, Tesco Stores Limited

Optimized, End-To-End Business Intelligence

Business Objects—the global market leader in business intelligence (BI)—is the first BI software provider with an end-to-end enterprise offering that includes BI, extract, track, and load (ETL), and analytic applications.

Our latest release—BusinessObject™ XI—is fully optimized for Teradata applications. It leverages and extends the Teradata Data Warehouse by providing a highly scalable and flexible information management platform that offers powerful enterprise reporting, query and analysis, and performance management solutions.

Take BI to the Next Level with BusinessObjects XI

Business Objects now leverages Teradata's strength for speed and access to detailed enterprise data across technology platforms—including BI, semantic layer, and application foundation.

BusinessObjects XI and BusinessObjects 6.5 have a number of the new features Teradata customers like you have been waiting for, including:

- ▶ Creation of derived tables in Designer
- ▶ Dynamic generation of derived tables
- ▶ "Group by" instead of "Distinct"
- ▶ ANSI 92 Full Outer Join support
- ▶ Connection server in server mode and multiple page/job servers
- ▶ Unicode support
- ▶ "Cancel query" from Web Intelligence Applet and InfoView
- ▶ Improved SQL parsing in Designer and Query Panel
- ▶ Complex user-defined objects
- ▶ Teradata Macros

Teradata Advisory Group

Teradata created the Teradata Advisory Group (TAG)—comprising joint customers from the Teradata and Business Objects partnership—to oversee the integration of Business Objects software with Teradata applications. Unique to both companies, this ground-breaking forum is now an industry best practice on how to capture, integrate, and deploy product enhancements and optimizations in record time. TAG demonstrates how the partnership's greatest asset, its joint customers, can dramatically impact the overall integration roadmap by driving customer requirements—for new Teradata-specific features, functions, and optimizations—directly to the Business Objects product management team. This integration has led to successful BI deployments around the globe for Teradata customers like you.

Optimized, End-To-End Business Intelligence

Teradata and Business Objects have secured:

- Validation by over 250 joint customers
- Constant product improvement (TAG best practices)
- Assurance of accessibility and scalability
- Risk reduction via joint development
- Highly optimized

BI for Teradata

"BusinessObjects XI on Teradata provides a compelling solution for companies looking to standardize their BI deployments. Teradata has worked with Business Objects to tightly integrate and optimize BusinessObjects XI on Teradata, enabling customers worldwide to more easily extend the value of BI to a larger number of users across the enterprise."

Stephen Brobst, CTO,
Teradata.

Business Benefits of the Partnership

With a fully web-based BI product optimized to integrate with Teradata applications, your end users now have the speed, functionality, and flexibility to deliver both standard and ad hoc reporting in a timely fashion. Your benefits from this partnership include:

- ▶ Achieving commonality of key performance indicators (KPIs) across all countries
- ▶ Delivering sophisticated reporting to even the smallest international operation and conducting meaningful performance comparisons
- ▶ Enabling end users to access data without help from IT thereby reducing bottlenecks and reporting backlogs
- ▶ Empowering end users to analyze data to address regional issues
- ▶ Managing data quality and integrity
- ▶ Achieving an integrated customer view to understand customer retention on a regional basis
- ▶ Speeding up the analysis process and reducing revenue recovery time periods
- ▶ Increasing the relevance of marketing campaigns with improved promotions, reporting, and performance tracking
- ▶ Planning product enhancements using detailed reporting and analysis
- ▶ Leveraging weekly tracking to increase the frequency of supplier negotiations

Teradata and BusinessObjects XI Architecture

The Teradata and BusinessObjects XI architecture lays emphasis on ease of use and the creation of independent business users. It provides BI portal access to Windows, web, or mobile environments, and a simplified database access for non-technical users (semantic layer). Your end users can now analyze data using the intuitive slice, dice, and drill functionality. They can also rapidly leverage data by publishing back to the BI portal, as well as by sharing with other devices and users.

Take the Next Step

Business Objects is now fully optimized for all Teradata applications—including the Teradata Data Warehouse. The depth of this partnership ensures that you get the best of both worlds. The Business Objects product suite is a safe choice for your strategic enterprise BI and data warehousing deployments. To learn more about the partnership, please visit www.businessobjects.com/teradata.

▶ www.businessobjects.com

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