



2014 Second Quarter CORPORATE OVERVIEW

Teradata (NYSE: TDC) is the leading analytic data platforms, marketing applications, and services company. Our Web site is www.teradata.com. LOCATIONS: Dayton, Ohio; San Diego, Atlanta, and Indianapolis; with offices across the Americas, Europe, the Middle East, Africa, Asia and Japan. We have more than 10,000 employees in over 40 countries.

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

Market Leadership Teradata has more than 2,500 customers, notably:

- 15 of the top 20 financial institutions
- 18 of the top 20 telecommunications companies
- All of the top six airlines
- 14 of the top 20 travel and transportation companies
- 15 of the top 20 global retailers
- 11 of the top 20 healthcare companies
- 11 of the top 20 manufacturing companies

On any given business day in almost every industry throughout the world, well over 3 million users access a Teradata data warehouse for precise and reliable intelligence to support decisions.

CURRENT NEWS! 1) [Press releases](#) – 2) [News articles & media coverage](#) 3) [Teradata BLOGS](#)

Financial Information:

Non-GAAP, In millions	2014			2013	2012
	Q1 ^a	Q2 ^b	YTD ^{a-b}	FY ^c	FY ^d
REVENUES					
Products	\$ 273	\$ 300	\$ 573	\$ 1,230	\$ 1,297
Services	355	376	731	1,462	1,374
Total Revenues	628	676	1,304	2,692	2,671
Gross Margin					
Products	186	198	384	814	897
Services	159	181	340	694	624
Total Gross Margin	345	379	724	1,508	1,521
<i>% of Revenue</i>	54.9 %	56.1 %	55.5 %	56.0 %	56.9 %
EXPENSES					
SG&A	175	173	348	702	674
R&D	45	47	92	165	169
TOTAL OPERATING INCOME	125	159	284	641	678
<i>% of Revenue</i>	19.9 %	23.5 %	21.8 %	23.8 %	25.4 %
Other (Expense) Income, net	-	-	-	(2)	(2)
Income tax expense	38	45	83	180	187
Net income	\$ 87	\$ 114	\$ 201	\$ 459	\$ 489
<i>% of Revenue</i>	13.9 %	16.9 %	15.4 %	17.1 %	18.3 %
Shares outstanding (diluted)	160.9	159.4	160.2	166.4	171.7
EPS (diluted) non-GAAP	\$ 0.54	\$ 0.72	\$ 1.25	\$ 2.76	\$ 2.85

Customers (selected)

Ace Hardware, Air France, American Airlines, Ameren, American Eagle Outfitters, Ameristar Casinos, Amgen, Apple Computer, Arrow Electronics, AT&T, Bank of the West, Barclays Bank (UK), Belk Stores, Belgacom, BNSF, British Airways, Cabelas, CarMax, Carrefour, Cars.com, Caterpillar, Centers for Medicare and Medicaid Services, Chi Mei Optoelectronics (Taiwan), Chinatrust Bank, Coca-Cola Company, Columbia Sportswear, CVS Stores, Dell Computer, DHL Express, DSW Shoes, Delta Airlines, eBay, Electronic Arts, Express Scripts, Ford Motor Company, GAP Stores, Gjensidige (Norway), Groupon, GSK, Hallmark Cards, Hana Bank (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), Korea Seven, KPN (Netherlands), LIDL Stores (EMEA) Lufthansa, Lowe's, Machinima, Macy's, Medibank, Meredith Corporation, Metro, Mizuho Bank (Japan), MobilTel, 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, Rakuten (Japan), Railinc, RBC (Canada), Red Apple Holdings, Rhapsody.com, Russian Standard Bank, Sabre/Travelocity, Sak's, Sears, Senshukai (Japan), Shanghai Stock Exchange, Sheetz stores, ShopDirect, Singtel Optus, Skechers USA, Southern California Edison, Speedway Stores; States of Ohio, Michigan, Texas, Missouri Tax Depts; Station Casinos, Supervalu, Target Stores, Telstra (Australia), Tesco Stores, T-Mobile, United Rentals, United Supermarkets, Union Pacific Railroad, Verizon, Wal-Mart, Wellmark, WellPoint, Williams-Sonoma, Yahoo! Japan, Xcel Energy and many Blue Cross-Blue Shield health plans.

Partnerships (selected)

Accenture, Adam Software, Alteryx, Attensity, Brierly, Capgemini, Celebrus, Cloudera, Cognizant Technology Solutions, Deloitte Consulting, ESRI, Fuzzy Logix, Harte Hanks, HortonWorks, IBM: Global Business Services, IBM Cognos, Guardium, InfoSphere, Optim, and SPSS; Informatica, Microgen, Microsoft, MicroStrategy, Oracle, Protegrity, Qlik Technologies, Inc., Revolution Analytics, SAP, SAS, Tableau, Tibco, Webtrends, Wipro, and Wherescape.

GREAT RECOGNITION! Company Leadership in Big Data, Analytics and Marketing Applications

[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 2014 by all major IT analyst firms: in the [latest Data Warehouse DBMS Magic Quadrant](#) issued by Gartner; in the [Forrester Big Data Hadoop Wave](#); in the [Forrester WAVE for Data Warehousing](#), the [OVUM Analytics Decision Matrix](#); and in the latest [Information Difference](#) Report.
- Teradata was ranked the [second best public company in America](#) by the Motley Fool Analyst Team.
- Teradata was named a Leader in the [Gartner Magic Quadrant for Marketing Resource Management](#) for 12th Consecutive Year.
- [Teradata Labs Achieves Elite Global Status for Mature Business Processes and Quality Control](#).
- Again in 2014, 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 system integrators 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 2013 and the [2014 CRM Watchlist](#), a select group of marketing automation solution providers published by ZDNet and referenced in other web blogs.

Teradata® Unified Data Architecture™

At the center of Teradata's solution offerings is the Teradata Unified Data Architecture™. This architecture is a framework for organizations to integrate and analyze all types of data across multiple Teradata systems. It leverages the complementary value of best-in-class technologies from Teradata, Teradata Aster Discovery Platform, [open source Apache™ Hadoop®](#) and our technology partners, to enable business users to ask any question, against any data, with any analytic, at any time. This includes software - Teradata Viewpoint, Teradata Connectors, and Teradata Vital Infrastructure, and hardware - a complete suite of Teradata data warehouse appliances and Teradata Aster Discovery products, plus a [Portfolio for Hadoop](#). Utilizing the Teradata Unified Data Architecture (UDA), **organizations can access, deploy, support, and manage all their data, big or small - structured and unstructured.**

Notable! **Teradata QueryGrid™**, introduced to the market in 2014, is a breakthrough "FIRST" innovation which takes UDA users to the cutting edge of database technology by giving them seamless, self-service access to data and analytic processing across different systems [from within a single Teradata Database or Aster Database query](#). Queries can be initiated from the Teradata Database to access, filter, and return subsets of data from Hadoop, Aster, and other database environments to the Teradata Database for additional processing. The analysis can incorporate data from the Teradata Database and Hadoop - processing data where it resides. The market reception has been extremely positive and continues to attract adoption.

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's parallel processing architecture and software provides the foundation for our unique ability to support and manage a wide range of data warehousing functions. These functions range from reports to ad-hoc queries by BI users, as well as direct self-service access by consumers. Teradata Database software delivers real-time intelligence for our customers with capabilities such as support for mixed workloads, the ability to handle thousands of concurrent queries, robust and simplified system management,

high system availability, event monitoring, and easy integration into the enterprise. The result: our customers and users can “know more and do more” for their business.

- **The Teradata Workload-Specific Platform Family** offers our customers system options that can be used 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 platform family ranges from symmetrical multi-processing (SMP) to massively parallel processing (MPP), and is recognized for high performance, scalability, and easy supportability. Teradata platforms are known for the processing speed, the amount of data that can be queried and the number and complexity of queries that can be run. Teradata platforms are designed to protect our customers’ technology investments, providing significant ‘green’ – environmentally friendly – advantages.

The Teradata Aster Discovery Platform product family features capabilities such as Teradata Aster [SQL-MapReduce®](#), [Graph Analytics](#), [Teradata Aster File Store™](#) and [Teradata Aster SNAP \(Seamless Network Analytic Processing\) Framework™](#).

These deliver rich and powerful insights across a wide variety of multi-structured data from Web sources, sensor networks, social networks, genomics, and more. Combined with Teradata’s leading business analytics and data warehousing solutions, our customers can create new forms of analytical insight that no other vendor can deliver -- from greater depths of detailed data and faster insight generation and visualization capabilities. Teradata [Aster SQL-H™](#) empowers business analysts to directly access vast amounts of data from Hadoop or Teradata for advanced analytics: analysts can use common BI and reporting tools which leverage their business knowledge and SQL skills. They can access data in Hadoop directly, easily join it with other data, and leverage the analytical power of SQL-MapReduce and business-ready analytic functions and applications such as click-stream analysis, marketing attribution, and graph analysis.

- **The Teradata Aster Big Analytics Appliance** empowers customers to maximize the value from all their data. It brings together open source Apache Hadoop and the Teradata Aster Discovery Platform into a single highly-integrated and optimized appliance. The Teradata Aster Big Analytics Appliance is designed for today’s demanding analytics, which require superior computational power, memory, and data movement.

Teradata Marketing Applications –Teradata Integrated Marketing Cloud (TIMC) solutions enable marketers to engage customers and better orchestrate campaigns by empowering conversations on new engagement channels, enhancing internal collaboration, and improving marketing performance and accountability. Our modular solutions are available in the cloud or on-premise and provide a global, integrated marketing platform that can be broadly adopted across an organization. This approach helps companies balance creativity with a data-driven approach, and gain better insights into a complex and rapidly changing marketing environment. Teradata’s marketing applications portfolio includes solutions for Marketing Operations, Campaign Management, Digital Messaging and related services. Teradata’s **Digital Messaging Center** is one of the leading full-service digital marketing platforms. This cloud-based solution for email, mobile, and social media marketing brings opt-in lead generation and email media solutions to more than 1,200 companies. **Teradata Interactive** provides digital marketing and creative campaign services.

Teradata Analytic Applications

Teradata Master Data Manager offers everything required to effectively and economically resolve issues related to master data management. **Teradata Demand Chain Management** gives companies the software to manage inventory and vendor relations worldwide.

Teradata 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.
- **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 has an exclusive focus on strategy, design, delivery, and management of end-to-end business intelligence solutions to enable clients to take full advantage of their data assets.
- **The Teradata Customer Support Services** organization provides 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 offers both 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. This support is increasingly important for our customers’ mission-critical data warehouse environments that operate continuously.

EXECUTIVE LEADERSHIP:

Mike Koehler, President and Chief Executive Officer; Rocky Blanton, President, Americas; Bob Fair, Executive Vice President and Chief Marketing and Information Officer; Hermann Wimmer, President, International; Scott Gnau, President, Teradata Labs; Dan Harrington, Executive Vice President, Global Consulting and Support Services; Bruce Langos, Chief Operations Officer; Darryl McDonald, President, Marketing Applications; Laura Nyquist, General Counsel and Secretary; Steve Scheppmann, Executive Vice President and Chief Financial Officer; Stephen Brobst, Chief Technology Officer, Sandra Davis, Chief Human Resources Officer; Alan Chow, Vice president of Teradata Cloud Platform Operations.