DATA TRANSPARENCY
TOWN HALL MEETING

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A Question...

How much financial data does the US Government have?
The Real Value of Data

“The price of light is less than the cost of darkness.”
— Arthur C. Nielsen, Market Researcher & Founder of ACNielsen

“I never guess. It is a capital mistake to theorize before one has data. Insensibly one begins to twist facts to suit theories, instead of theories to suit facts.”
— Sir Arthur Conan Doyle, Author of Sherlock Holmes stories
Three Key DATA Act Solution Areas

✓ Compiling the Data
✓ Publishing the Data
✓ Analyzing the Data
Compiling the Data

Design Efforts (Foundational)
• Master Data Management
• Logical Data Model
• Source System Identification and Understanding

Operational Activities (Ongoing)
• Extract, Transform and Load (ETL)
• Data Cleansing
• Validation
Master Data Management

1. Supports the **global identification and linking** of “master” business entities and the relationships between them across the enterprise.
   1. **Customer** (CDI Customer Data Integration) including Business Partners, Employees and other “parties”
   2. **Product** (PIM Product Information Management) including supplies and parts
   3. **Locations**
   4. **Reference data**

2. Creates and manages a **central repository** of master data.

3. Provides ongoing master data **stewardship and governance** capabilities through monitoring, corrective action, workflow and reporting.

4. Enables real time **integration** / synchronization of a single view of master data.
Publishing Data

Major Considerations

• Data is Architected for Re-use
• Machine-Readable
• Data is Current, Accurate and Available

Case Study – Shanghai Stock Exchange

• Big Data (Asset Valuation is 20% of China’s GDP)
• Designed above and beyond Compliance
• Adopted eXtensible Business Reporting Language (XBRL)
• Enterprise Logical Data Model a key success factor
• Created an Innovation Lab to promote usage of Data
• Dual System Disaster Recovery Architecture
Analyzing the Data (Analytics)

“If you do not know how to ask the right question, you discover nothing.”

W. Edward Deming

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Analytics Maturity Model

- **INSIGHTS**
  - REPORTING WHAT happened?
    - Batch Reports
  - ANALYZING WHY did it happen?
    - Ad Hoc, BI Tools
  - PREDICTING WHAT WILL happen?
    - Predictive Models

- **ACTION**
  - OPERATIONALIZING WHAT IS happening now?
  - ACTIVATING MAKE it happen!

- **AUTOMATED LINKAGES**
  - Link to Operational Systems
As Analytics Become Critical...

Traditional Analytics (Reactive)

Advanced Analytics (Predictive)
The Possibilities

- **Grants Data** overlaid on a map – giving Agencies the ability to coordinate grant activities

- Searchable **Contract Data** – enabling better Procurement through information sharing

- Data Portability – the ability to **combine and analyze** Agency information with government-wide Data

- **Historical Analysis** – the ability to track Financial Data beyond the normal 3-5 year window

- **Benchmarking** – the ability to quickly compare Agency performance government-wide on any key Financial Metric

- Reducing **Fraud** and Improper Payments

- Developing stronger **relationships** with Constituents, Congress and Beneficiaries

- Aggregated data for improved **risk management**
Teradata Corporation - Overview

Teradata Highlights
- Member of S&P 500
- NYSE: Symbol TDC
- Global Leader in Enterprise Data Warehousing for 35 years
  - EDW/ADW Database Technology
  - Analytic Solutions
  - Consulting Services
  - More than 1,000 customers and 2,500 installations
  - 10,000 employees, 60 countries
- Positioned in Forrester’s and Gartner’s Leaders Quadrant in data warehousing since inception

Awards
- Leading Global Software Company
- FORTUNE 500 - Top 10 U.S. computer software company
- InformationWeek’s Top 10 Most Strategic Vendors
- Intelligent Enterprise 'The Dozen'
- BusinessWeek InfoTech Top 100
- Ethisphere Institute - Top 100 World's Most Ethical Companies
Teradata’s Differentiation

DO MORE
Integration

- Minimize Data Movement
- Load Once, Use Many
- Greater Analytic Flexibility
- Natural Scalability
- Application Agnostic

WITH LESS
Fragmentation

- Unproductive Data Movement
- Increased Data Replication
- Pressure to Aggregate
- Scalability Constraints
- Data Hardwired for Today’s Applications

Data Oriented Approach
Applications Moved to Data

Application Oriented Approach
Data Moved to Applications

Additional Insights
Finance Optimization Point of View
Unleash the Power of the CFO
33 years of Government Experience

California
Ohio
Michigan
Minnesota
Illinois
Iowa
New Jersey
Texas
New York
Arizona
Utah
Maryland
Missouri
Oklahoma
Teradata’s Global Industry Success

- **90%** Top 20 Telecommunications
- **75%** Top 20 Retail
- **70%** Top 20 Financial
- **65%** Top 20 Travel and Transportation
- **55%** Top 20 Healthcare
- **50%** Top 20 Manufacturing

Based upon 2012 Fortune Global 500 data released July 2013
Teradata: The Consistent Leader

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In 2014, Teradata’s leadership continues...

Teradata positioned as Leader in Gartner’s 2014 DW DBMS Magic Quadrant

The Forrester Wave™: Enterprise Data Warehouse, Q4 ’13

- Teradata was cited as a leader in the 2013 Forrester EDW Wave.
- Teradata is TOP RANKED among all reviewed vendors for "strategy" and for "current offering" categories.
- Teradata received top scores in over 75% of the categories.
Teradata Partners

Strategic Partners – ADD SAP

Business Intelligence (Analytic Applications, Reporting, Visualization)
QUESTIONS