

Teradata UDA and Attunity Visibility: Data Lifecycle Management and Optimization

PARTNERS

Challenges for Today's Enterprise

Effective data management is critical to the success of growing enterprises across the globe. However, increasingly complex environments and demanding business users make it difficult for IT teams to meet analytics requirements on time and on budget.

IT professionals need fact-based intelligence on business activity, data usage and performance. By understanding specific user actions, the datasets involved and the resource impact, they can eliminate guesswork from decisions related to performance, data placement, chargeback and compliance.

To meet this growing need and the associated challenges, Teradata and Attunity have partnered to certify Attunity Visibility software for Teradata's Unified Data Architecture™ (UDA) ecosystem. This combination brings you an agile, optimized, and integrated solution. Working together, Attunity and Teradata provide a robust solution for optimizing data infrastructure to drive value and provide rapid ROI.

The Teradata UDA combined with Attunity Visibility empower organizations with data management and optimization for the EDW, the data lake, and the cloud, resulting in faster time to value.

Orchestrating Data Management: The Teradata Unified Data Architecture

As Gartner has noted, the age of the Logical Data Warehouse is here. Teradata created the Unified Data Architecture to unify the various data and analytic environments and processes within that ecosystem. One important focus of the UDA is to orchestrate common framework and infrastructure services across the data warehouse and open source technologies. This includes the infrastructure to support robust data ingestion.

With the broad range of data customers needing the operational intelligence required to run the enterprise data environment effectively, Attunity and Teradata provide the right tools: Attunity Visibility delivers unique data usage and workload analytics to enable intelligent management of data warehouses and data lakes.

Attunity Visibility Software: Shining a Light on Enterprise Data Usage Analytics

Attunity Visibility is the only solution that provides detailed insight into business activity, data usage and resource consumption across platforms for organizations that want to rebalance workloads to the right platform. Using Attunity Visibility, you can:

- **Gain Insight into Business Activity:** Analyze workloads across data platforms to meet multiplying business demands while increasing operational efficiency, reducing cost and enabling chargeback.
- **Analyze Data Usage:** Identify frequently used, infrequently used and completely unused data. Track and audit user actions to ensure trusted handling of sensitive data for easier compliance. Assess multi-year fact table histories to improve data management and retention decisions. Manage overall utilization of multiple servers, databases and tables.
- **Assess and Manage Workload Performance:** Easily identify individual application users and BI reports that impact system performance on the data warehouse. Attunity Visibility's integrated dashboard enables IT teams to diagnose and assess performance bottlenecks. They can correlate BI activity with EDW performance, by users/applications/reports and by tables/columns or SQL statements. IT teams also can assess top joins, macros and procedures, as well as complex SQL structures.
- **Optimize Data Placement:** Power your organization by discovering infrequently used data that can be more effectively stored and leveraged across the hybrid Teradata UDA environment to improve your data warehouse performance. Ensure regulatory compliance with cost-effective data retention.

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Teradata Unified Data Architecture™: Enabling Data-Driven Business

Teradata is the market leader in providing end-to-end solutions and services in data warehousing and big data analytics. The Teradata UDA helps companies increase revenue, improve efficiency, and create the most compelling customer experience. With the Teradata UDA you can:

- **Gain new business insights:** The Teradata Database is the heart of the UDA and provides scalable, high-performance analytics to meet the most stringent service level agreements. Teradata Aster Analytics is the advanced analytic engine of the UDA. And with growing volumes of big data, Hadoop is a first-class citizen in the UDA, supported with data access, analytic tools, and mission-critical support.
- **Monetize Big Data:** Modern analytic environments require multiple technologies to work together seamlessly to provide timely answers to business questions. Teradata QueryGrid provides seamless and transparent access to big data; merging data warehouse business analytics with the Internet of Things.
- **Leverage the cloud:** Companies looking to move all or part of their data and analytics into the cloud can do so with confidence. Whether it's the Teradata Managed Cloud, or the market leading public cloud providers, Teradata-is-Teradata. Coordination and synchronization of systems across on-premises and cloud is seamless and automatic with Teradata Unity.

“Attunity Visibility enables us to diagnose issues faster and respond to the business in a timelier manner. Using Attunity Visibility, we are now saving 30%–50% of time that was previously spent on manually writing custom queries.”

– Chief Data Architect,
Major Computer Manufacturer

Teradata and Attunity Working Together

The Teradata UDA combined with Attunity Visibility empower organizations with data management and optimization for the EDW, the data lake, and the cloud, resulting in faster time to value. Teradata customers can be assured that their data management processes are optimized for cost and performance and that they have the right data in the right place at the right time. Working together, Teradata and Attunity provide a seamless environment for organizations that want to get the most from all of their data.

About Teradata

Teradata helps companies get more value from data than any other company. Our big data analytic solutions, integrated marketing applications, and team of experts can help your company gain a sustainable competitive advantage with data. Teradata helps organizations leverage all their data so they can know more about their customers and business and do more of what's really important. Visit Teradata.com.

About Attunity

 **ATTUNITY** Attunity is a leading provider of Big Data management software solutions that enable access, management, sharing, and distribution of data, including Big Data, across heterogeneous enterprise platforms, organizations, and the cloud. Our software solutions include data replication, data flow management, test data management, change data capture (CDC), data connectivity, data warehouse automation, data usage analytics, and cloud data delivery. More detail can be found at Attunity.com.

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