## TERADATA.

# Make Cloud-Based Analytics a Key Element of Your Company's Success

Gatepoint Research recently conducted a survey of senior-level executives to see what, why, and when they're migrating data and applications to the cloud — with a special focus on the movement of advanced analytic capabilities.

## What Are the Reasons Your Organization Has Moved (or is Considering Moving) to the Cloud?



67%

Increase organizational agility and scalability



61%
Reduce costs

#### Others Want to



Have the most modern infrastructure



Do things they couldn't do before



Eliminate on-premises equipment

The two types of data sets that have been moved most frequently to date are



Operational Data



Business Intelligence

Up next, the biggest movers will be this trending duo Advanced Analytics • Data Warehousing

### Moving Advanced Analytics to the Cloud

82%

of corporate executives rate advanced analytics in the cloud as being "important to highly important" to their firms' success.

68%

of companies plan on moving data or applications within 1 year. 43%

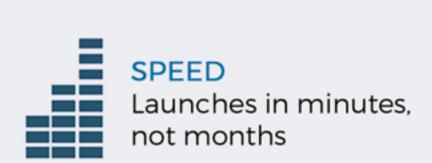
of firms need to analyze > 20 TB of data.

When you think of Teradata, do you think only "hardware" or "data warehouse"? If so, it's time to think again. Teradata IntelliCloud delivers sophisticated analytics as-a-service.

### Why analytics with Teradata IntelliCloud<sup>™</sup>?



SUBSCRIPTION PRICING Eliminates need to purchase expensive infrastructure





Hybrid Cloud
Leverage the same
software, integration,
and training used
on-premises with
Teradata systems



AGILITY, FLEXIBILITY
& SECURITY
Uses advanced technology
to meet performance and
security requirements

To learn more about moving your data and applications to a Teradata hybrid cloud solution, visit <a href="www.teradata.com/cloud">www.teradata.com/cloud</a>

Source: Gatepoint Research: Strategies for Cloud-based Analytics: December, 2017



Research sponsored by:

