MicroStrategy® is a global leader in business intelligence technology, provides integrated reporting, analysis, and monitoring software that empowers business users to make effective business decisions every day.

Teradata is a leading provider of powerful analytic data warehousing technologies that provide organizations the ability to get a single, integrated view of their business to drive growth and profitability.

MicroStrategy and Teradata® provide a unique value proposition for enterprise customers through their world-class Business Intelligence (BI) and Data Warehouse (DW) technologies. Our powerful joint offerings deliver among the highest levels of performance, scalability, and reliability, while empowering users with timely information to make effective business decisions. We help companies achieve and sustain a competitive edge, by successfully addressing the needs of a growing user population—one that demands advanced analytics on large data volumes in near real time.

MicroStrategy and Teradata combine their core BI and DW expertise to provide best-of-breed solutions to address the most complex and demanding customer requirements. MicroStrategy is the market share leader on Teradata with approximately 30% of Teradata’s accounts deploying MicroStrategy as their BI platform, according to The OLAP Survey 6, an independent survey of real world projects. In addition, with over 100,000 Teradata business users relying on MicroStrategy for their reporting and analytics, MicroStrategy is the leading BI platform for Teradata.

MicroStrategy and Teradata create maximum value for our joint customers through a common vision and a unified architecture for enterprise analytics.
Technical Collaboration
An integral aspect of the MicroStrategy and Teradata technology partnership is the performance of extensive pre-release beta tests to ensure that our products are certified and interoperate out-of-the-box, at the time of general availability. MicroStrategy is committed to support each Teradata release to leverage and accommodate Teradata’s enhancements in areas like SQL syntax, optimizer, advanced indexing techniques, and superior OLAP capabilities.

MicroStrategy and Teradata participate in an annual Technology Summit, an engineering forum to collaborate and share knowledge across R&D initiatives impacting product integration and future releases. As part of Teradata’s Partners Center of Excellence (TPCOE), our technical teams have access to dedicated advocates to address technology integration and customer implementation issues.

MicroStrategy supports an Active Data Warehouse (ADW) environment enabled by Teradata, that extends traditional data warehousing functionality into the realm of tactical and event-driven decision making. This allows organizations to access real time data from a trusted and integrated environment that contains a single view of the business. ADW further leverages the MicroStrategy Dynamic Enterprise Dashboards capability, which provides personalized, boardroom quality reports and dashboards to frontline and executive users who are empowered to make informed decisions.

MicroStrategy and Teradata have pioneered key BI initiatives during the course of their partnership. Most notably, Teradata selected MicroStrategy as the first BI platform to develop an industryleading suite of reporting and analytical applications tailored to the retail industry — Retail Decisions. With over 700 metrics and hundreds of reports, MicroStrategy delivered a comprehensive architecture to complement Teradata’s technology providing critical business insight to retailers. With over 50 worldwide installations, our joint retail customers are on the leading edge of the retail market space.

Performance and Optimization
MicroStrategy is the only 64-bit native BI platform that uses a dynamic multi-pass SQL generation engine to leverage the processing power of the Teradata Warehouse and return the smallest datasets for middle-tier processing. By automatically generating optimized SQL for Teradata and iterating queries between the BI platform and the database, MicroStrategy supports advanced analytics and combines rapid performance with transaction-level data access.

THE ALLIANCE
Teradata and MicroStrategy have been global alliance and technology partners for more than 12 years, driving customer success through our superior joint analytics solutions. Our complementary technology architecture serves as a natural integration point for a large majority of Teradata customers that are continually standardizing on MicroStrategy as a scalable, high performance platform of choice for Business Intelligence.

MicroStrategy is the original BI vendor to participate in the Teradata University Network (TUN) program – a free, online portal to further education on data warehousing and BI, available to universities worldwide, with over 1100 instructors representing 800 universities in 50 countries.

MicroStrategy has done a particularly good job in exploiting the underlying capabilities of the Teradata database engine using the advanced analytics capabilities, using derived tables, really exploiting SQL to the full extent of the standard and the Teradata capability.

— STEPHEN BROBST, TERADATA CTO

UNIQUE OPTIMIZATIONS FOR TERADATA

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Integration with Teradata tools
• Priority Scheduler
• Query Director
Hudson’s Bay Company (Hbc) is Canada’s oldest and largest diversified general merchandise retailer, operating five different banners (labels) - Bay, Zellers, Home Outfitters, Designer Depot, and Fields. With over 550 stores and nearly 70,000 associates located in every province in Canada, Hudson’s Bay provides Canadians with stylish, quality merchandise at great value, through retail banners focused on exceptional customer service.

**Business Challenges**
The magnitude of Hbc's operations generated its share of technical challenges:

- Exploding data volumes across diverse operational systems
- Disparate systems accessed by an increasing number of users
- Inability to access information quickly and efficiently
- Slow turnaround on reports generated
- Incomplete and inaccurate data from reports, resulting in a lapse in decision making

With the objective to streamline operations, consolidate data, and empower business users with a complete reporting and analytics solution, Hudson’s Bay began investigating avenues to transform its operations from a mainframe environment to a Data Warehouse and Business Intelligence (DW/BI) platform.

**Solution Approach**
The concept of “One Hbc” emerged, with enterprise reporting as the key to obtaining a single, integrated view of the enterprise, complemented by sophisticated analytics.

The combined power of the Teradata Warehouse and MicroStrategy's scalable BI platform constituted the underlying technology for the Business Information System (BIS) — anchoring over 10 applications that access a 6-terabyte Teradata Warehouse, running approximately 39,000 reports weekly, and supporting over 4,000 users (including vendors) in English and French. Hbc employees at various levels of the organization were able to track sales activities and inventory levels at any given store location across the country. The extensive use of complex functionality supported by multiple levels of query capability empowered Hbc users to make better business decisions, thereby increasing returns on their Teradata and MicroStrategy investment.

**Benefits Realized**
Delivering a single view of the business across all departments and lines of business, “One Hbc” has made a tremendous impact on operational efficiencies, and ultimately, the bottom line. Easier access to information across the company and the ability to answer complex questions allows for actionable decisions resulting in significant quantifiable benefits and enhanced employee productivity. The joint offerings from MicroStrategy and Teradata helped Hbc yield a high return on investment (ROI). The benefits of low-cost entry and ability to scale to accommodate future growth substantially reduce the total-cost-of-ownership (TCO) which creates room for forecasting and predictive analytics.

The legendary Canadian chain continues to reap the benefits from its world-class data warehouse and business intelligence implementation, while expanding its reach into new markets and sustaining a competitive position in the retail industry.

“We end-users love MicroStrategy’s easy-to-use web interface and its exceptional reporting features. MicroStrategy’s zero-footprint web interface will enable increased information sharing with our vendors, allowing us to realize efficiency and productivity gains that will help us more proactively serve our customers.”

— Hudson’s Bay Company
MicroStrategy and Teradata continue to leverage their core platforms to deliver successful implementations for enterprise customers. In addition to a technology partnership, Teradata has been a MicroStrategy global reseller for over seven years, which serves as a vehicle to create a broader footprint of our combined technologies. Our joint heritage to deliver scalable multi-terabyte data warehouses and distribute information to thousands of diverse users, uniquely positions our technologies to address the growing needs of organizations. Our technology partnership offers a compelling value proposition for our customers, including:

- **Proven Alliance**: MicroStrategy’s BI expertise and Teradata’s data warehousing capabilities provide best-in-class solutions for enterprise customers.

- **Reliability in Business Knowledge**: The availability of frequently refreshed data from an integrated source allows customers to process business-critical information in real time, enabling tactical as well as strategic decision making.

- **Decision Making**: Our joint solutions allow organizations to optimize high performance analytics into effective and timely decision making.

- **Enterprise-level Self Service BI**: Standardize on one BI platform across the entire organization and analyze the company with a “single view of the business” across all departments and lines of business.

MicroStrategy’s unified architecture delivers all 5 Styles of BI to support the full range of reporting, analysis, and monitoring. Enabling field proven scalability and ease of use, the 5 Styles of BI provide a seamless view into the depth and breadth of corporate data with mission-critical reliability.

**5 Styles of BI**

- **Scorecards and Dashboards**: ‘At-a-glance’ highly graphical reports ideal for the monitoring needs of business users. MicroStrategy’s Dynamic Enterprise Dashboards combine advanced data visualization with its industrial-strength BI platform to deliver highly intuitive dashboards for enhanced decision making.

- **Enterprise Reporting**: Print-perfect detailed reports contain critical business information for all user levels.

- **OLAP Analysis**: Slice-and-dice analysis of data for basic exploration within a limited range of data.

- **Advanced and Predictive Analytics**: Full investigative analysis of data down to transaction level detail, coupled with predictive and statistical analysis.

- **Alerts and Proactive Notification**: Continuous scanning of the database for exception reporting, proactive alerts, and event-triggers to escalate issue detection and resolution.

MicroStrategy and Teradata continue to explore new avenues of collaboration to bring our joint customers world-class offerings that serve as a winning competitive strategy. To learn more about how your organization can take advantage of the combined power of MicroStrategy and Teradata to build state-of-the-art BI applications, contact us today!

MicroStrategy empowers business users to make informed decisions by providing timely, relevant, and accurate answers to their business questions. Companies choose MicroStrategy Business Intelligence software for its advanced technical capabilities, sophisticated analytics, Dynamic Enterprise Dashboards, and superior data and user scalability.

With a zero-footprint Web interface and user-friendly reporting features, MicroStrategy increases BI user adoption for companies with diverse user populations. MicroStrategy software is meticulously engineered to ensure its reliability, scalability, security, and ease of administration for organizations of all sizes.

For more information on MicroStrategy, please visit us at www.microstrategy.com or call us at 1-888-537-8135.