



# Teradata Introduces Accelerate for Demand Signal Repository on the Teradata Data Warehouse Appliance

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Teradata Introduces Accelerate for Demand Signal Repository on the Teradata Data Warehouse Appliance. Designed for implementation in as little as 60 days for same-quarter ROI. SYDNEY, Australia Teradata Corporation (NYSE: TDC), the world's largest company solely focused on data warehousing and enterprise analytics, today announced the introduction of the easily implemented Accelerate for Demand Signal Repository for consumer product companies and other manufacturing organisations that sell directly to retailers. Accelerate for Demand Signal Repository can be put into production in as little as 60 days, enabling companies to promptly realise business value from their data warehouse investment. List price is the lowest price per terabyte in the industry.

The new Accelerate for Demand Signal Repository is fully integrated with demand data analytics solutions from Teradata partners, Shiloh Technologies, Relational Solutions and Vision Chains SAP-endorsed business solution. Through joint selling agreements with the three companies, Teradata can offer choices to customers from a full suite of complementary tools, applications and software products all optimised for Teradata. As the strategies of consumer products companies mature, the data needs to be accessed by multiple parties within the organisation to improve the decision-making capabilities of applications like demand forecasting, sales and account management, trade promotion management, vendor-managed inventory programs and demand insights for R&D, AMR Research Analyst Lora Cecere said in the report, *The Demand Signal Repository Market Grows Up*, published in May 2008. Teradata Accelerate for Demand Signal Repository is a bundled package of Teradata's Purpose-Built Platform Family, the Teradata database, application software and services.

that enable consumer products companies to rapidly deploy and quickly realise business value from their data warehouse investment. It includes business intelligence reports and a management dashboard. Teradata Accelerate for Demand Signal Repository is optimised to run on the Teradata Data Warehouse Appliance and Teradata database the market-leading data warehousing database with built-in functionality to provide for easy setup and manageability. The Data Warehouse Appliance is a purpose-built platform that can load and store point-of-sale (POS) data, revealing previously unknown patterns in consumer demand, multi-channel inventory sell-through, promotion optimisation and product profitability by stock-keeping unit (SKU) by store. The demand signal repository solution manages demand data from multiple sources such as point of sale, inventory movement, shopper demographics, market trends and loyalty in a central data warehouse. Deployment of demand signal repositories and the use of downstream data is growing among consumer products companies. Analysing and quickly acting on POS data can have a profound impact on on-shelf availability for consumer products, high-tech and life sciences companies. Companies using a demand signal repository have the ability to understand what is being sold, where, and what market factors such as a holiday or promotion might be affecting current demand, said Teradata Vice President of Manufacturing for Global Industry Solutions Keith Henry. When they can interpret that downstream data and understand their own internal requirements, then they can craft a more responsive supply chain.

The Teradata Accelerate for DSR solution can be up and running cross-retailer demand data analytics in as few as 60 days. The solution is available as a data centre or hosted solution to reduce the working capital investment while providing an immediate ROI by helping manage visibility and execution at the retail shelf.

About Teradata Teradata Corporation (NYSE: TDC)

is the worlds largest company solely focused on raising intelligence through data warehousing, data warehouse

appliances, consulting services and enterprise analytics.

Teradata is in more than 60 countries and on the Web at [www.teradata.com](http://www.teradata.com)

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