

Teradata Vantage™ Industry Data Models

Companies are searching for new and better ways to modernize their business—and their entire operations—so that they are more efficient. However, in the quest to optimize everything from financial management to customer insights, organizations are often hampered by inaccurate and inconsistent data.

When data is dispersed throughout multiple sources, it is difficult to make informed business decisions across the enterprise. As different teams and departments use different information, the result is confusion and missed opportunities.

The Teradata Vantage™ Industry Data Models (IDM) enable companies to:

- Present a single view of the business
- Provide the critical data relationship structure needed to make smarter and faster decisions
- Establish standard structures and vocabulary, making it easier to share data within a complex and distributed ecosystem
- Facilitate effective communication between business users and IT analysts
- Accelerate time to market on Teradata Vantage by leveraging deep industry knowledge

Leveraging Design Patterns in the Industry Data Models

Companies of the future need a blueprint to make the most of their data, a framework that will save time and money while providing all users with quick, convenient access to information that's accurate, cross-functional, and integrated. The Vantage Industry Data Models do that, providing a clear foundation for better analysis and more accurate decision making.

Data is simply a record of all business activities, resources, and results of the organization. The data model is a well-organized abstraction of that data. So, it is quite natural that the data model has become the best method to understand and manage the business of the organization. Without

a data model, it would be very difficult to organize the structure and contents of the data in the data warehouse.

As business needs evolve, the industry data models can adapt to ensure your data warehouse contains the information needed for complete and accurate analyses.

Unique Teradata Offers

Teradata offers extensive industry data models for a wide number of industries:

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Communications
 Wireline, 3G, 4G/LTE, and 5G Wireless, Network Activity, Network Infrastructure, Financial Management, Set-top Box, Call Center, Loyalty
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Financial Services
 Banking (Commercial and Retail), Insurance (P&C and Life), Credit Card, Investments, Brokerage and Capital Markets
- 
Healthcare
 Integrated Care Delivery, Payer (Claims), Provider (Clinical), Pharmacy Benefit Manager (PBM), and Government Agencies and Programs
- 
Life Sciences
 Research (chemicals, genomics, proteomics), Development (clinical, epidemiological), and Pharma Manufacturing
- 
Manufacturing
 Sensor/Telematics, RFID/Serial Number Track & Trace, Quality Assurance, Production, Supply Chain, Well Exploration, Recovery & Production
- 
Media and Entertainment
 Subscription, Online Data, Digital Content, Content Delivery, Advertising, Performance Ratings, Target Marketing
- 
Retail
 Specialty, Hyper, Supermarkets, Mass Merchandising, Department and Discount Stores, E-commerce, Convenience, Retail Pharmacy, Food Services, Wholesale, Catalog, Franchises
- 
Transportation and Logistics
 Transportation: Road (TL, LTL), Rail Operations, Air Cargo, Freight, Logistics Providers (3PL, 4PL), Postal, Package & Local Delivery, Tracking & Route Planning
- 
Travel and Hospitality
 Aviation, Airlines, Airports, Rail, Public Transportation, (Commercial & Operational), Hospitality (Hotels & Restaurants), Casinos, Cruise Lines, Web Travel, Vehicle Rental
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Utilities
 Smart Meter, Grid, Facilities, Finances, Outages, Weather, Meter-to-cash Analytics, Electric, Gas, and Water

Answer Crucial Questions

Get the structure and standardization you need to address your most crucial business questions. The Vantage Industry Data Models organize data to make it accessible, enables reuse of data in other applications, highlights data integrity problems, and provides comprehensive documentation of your data. The iDMs also makes it easy to identify inaccurate or duplicate data. This eliminates the potential for errors and enables fast and accurate communication with both customers and regulators.

Analyze with Insight

The Vantage Industry Data Models provide the capability to drive strategic and tactical analysis from a single, integrated view of your business.

- Enhance operations: Enable insight into every aspect of your business performance through sophisticated modeling of relationships between departments. This vital information is essential to efficient and effective operations.
- Reduce development time: Save valuable data warehouse development time, as well as considerable human and financial resources, while enabling faster data warehouse implementation and ROI.
- Protect investments: Avoid common and expensive modeling oversights and errors with proven modeling methodologies and experienced Teradata consultants and partners that have been deployed in hundreds of data model development and implementation projects.
- Increase flexibility: iDMs can be easily adapted and extended as your business grows and changes—or as new subject areas, entities, and attributes arise. It's easy to add enhancements and new applications without rearchitecting your data ecosystem.

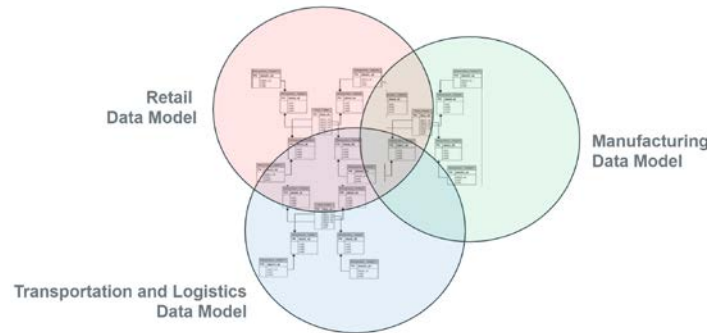
Cross-Industry Bundle

Does your business span multiple industries? Teradata provides a bundle to address your primary business, then use as many of the ten industries you need to extend your ecosystem while remaining aligned in core areas. The Unified Data Models Framework is built on shared modules that span industries. This framework supports these areas:

Shared Module Across Industries

Account and Agreement	Demographics
Advertisement	Document
Alerting	Drug – NDC
AR AP Invoice	Geography
Calendar	General Ledger
Contact Event	...and many more

Example of Cross-industry Data Model Implementation



About Teradata

Teradata is the connected multi-cloud data platform company. Our enterprise analytics solve business challenges from start to scale. Only Teradata gives you the flexibility to handle the massive and mixed data workloads of the future, today. Learn more at [Teradata.com](https://www.teradata.com).