

Teradata and Entreon



The Teradata-Entreon solution provides the customer the ability to understand and manage the increasingly complex business model definitions and management rules within a data warehouse.

Your company sells many different products or services. Terms vary by promotion, industry, and distribution channel, each one having unique business rules. These assets, terms and business rules are your business model, adjusted daily in response to changing strategies, trends and tax rulings. Each change must blend with the whole to get a single, dependable view of your business at any single moment. Without this, you've got a problem.

But Teradata has a solution. Linked with Entreon's enterprise business model software, StarBEAM®, Teradata empowers users with a "single version of the truth." Instead of wasting time and money reconciling variances, you make decisions based on consistent, timely data. That leads to better decisions. A business model that supports sound decision-making at all levels of an organization is the foundation of an effective data warehouse.

Teradata and Entreon in a Snapshot:

For 16 years, Teradata, a division of NCR (www.ncr.com), has been providing data warehousing solutions globally. Teradata is the most powerful and fully scalable data warehouse.

Entreon (www.entreon.com), creator of the StarBEAM product suite, makes software that helps companies understand and manage their business model. StarBEAM's patent-pending technology for visually managing your business model and it's interrelationships throughout your organization – places Entreon as the leader in the enterprise business model (EBM) management solutions.

- A single version of the truth
- Clear vision of business changes
- Timely and accurate decision making

The Entreon Solution

The Entreon solution enables Teradata customers to easily manage four complex and time consuming tasks: (1) capturing the business model, (2) communicating it to all stakeholders, (3) managing multiple model versions resulting from business changes, and (4) integrating the business model with constituents along the demand/supply chain. StarBEAM's suite integrates with Teradata to create a solution that satisfies these four key requirements.

Visual Reality

Imagine combining a bird's eye view of a business with a cross-section of the same business. Such a complex three-dimensional visual would reveal the intricate workings of business management rules throughout your enterprise.

To drive home clarity and consistency of the data warehouse, StarBEAM presents a visual perspective of the business model. Here, users actually see connections and relationships within the business model including internal and external business assets..

Central to the enterprise is the Teradata solution. The data warehouse houses your company's business model: its critical business content, transactional information, customer data, and other intelligence.

Entreon's StarBEAM product suite lets you capture and use your organization's business processes and rules simply and graphically.

By making changes to a multi-dimensional graphic model, you see how each business activity interacts with the others. StarBEAM creates a detailed view of the business by capturing and presenting the adjustments

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made to each activity. You get a clear picture of how your business changes over time.

The Teradata solution supports and improves operations throughout your whole business. StarBEAM acts like a filter between enterprise applications and Teradata's main data repository and analytic center. As a result, a consistent business model operates throughout. Customer relationship management (CRM) and sales force automation (SFA) solutions, for instance, can ensure timely and accurate decision-making and productivity as a result of the synchronized business model.

The Partnership

There are many benefits to the Teradata-Entreon solution, including improved return on investment. Teradata manages vast tables containing factual data, like revenue and sales figures, and dimensions, lookup and reference tables, product information and other strategic content. Entreon empowers Teradata to maintain this reference or business model information easier, making Teradata more useful. And that improves your company's ROI.

StarBEAM eases migration from legacy or competitive systems. It makes adding new Teradata applications simpler, helping users perform better. And, in a world in which speed counts, it allows for spawning active, dependent data marts quickly, so users can do their jobs faster, too.

To learn more about the value of Teradata and Entreon, contact your local Teradata representative.

“I wish every Teradata customer would use Entreon's StarBEAM to organize their lookup, reference and dimensional data. The data quality improvements and ability to maintain hierarchical relationships over time makes sourcing into the Teradata Warehouse much more effective than ad hoc methods for maintaining this information.”

– Stephen A. Brobst, CTO, Teradata Division,
NCR Corporation

“Entreon's innovative technology and software solution, StarBEAM, enables management to capture and change their business model – re-deploy their business assets – and deliver the changes, almost instantaneously, to the Teradata Warehouse, thus enabling the business to rapidly make strategic shifts to meet changes in the market, deliver superior performance and keep two steps ahead of the competition.”

– Harjinder S. Gill, Founder & CEO, Entreon Corporation

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