



2011 Growth & Momentum

Tobias Rataj

Teradata Russia

Country Manager

Teradata Forum 2011

17 November 2011

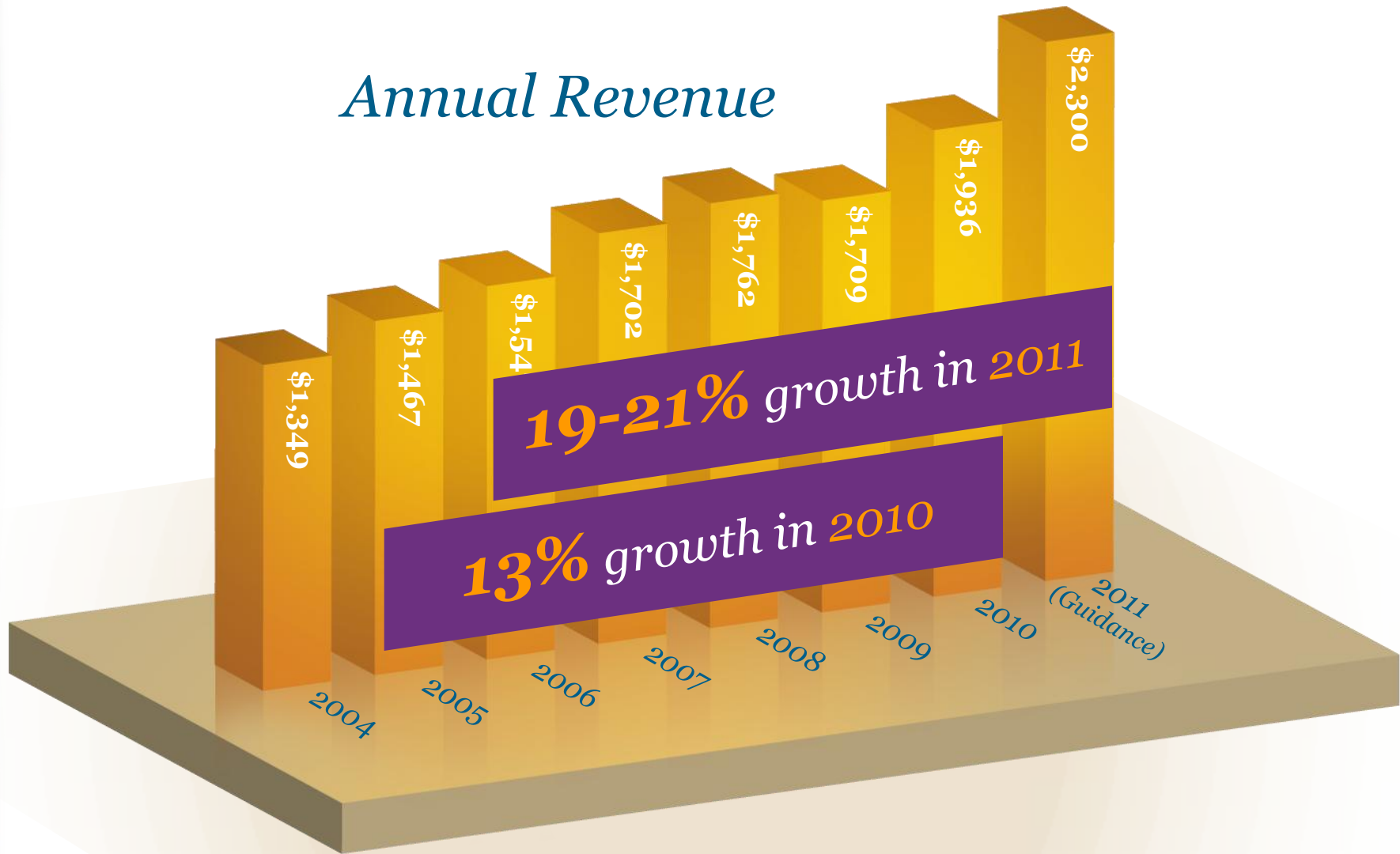
Accelerating Growth!



TERADATA®

Teradata Growth

Annual Revenue



TERADATA®

Investments Paid Off

*Average size
of systems
Up >2X*

*Petabyte
customers
Up 2X*

***Highest #** of
New Customers
in 10 years*

TERADATA®



Technology

Innovation

Delivered Fast-track integration of
Teradata and Aprimo Marketing
Solutions for SQL MapReduce

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Opportunity

TERADATA®

Looking Forward ... Big Opportunity

Data explosion
is *accelerating* ...



Analytics:
**More Important
Than Ever**

**Top Performing
corporations
use**

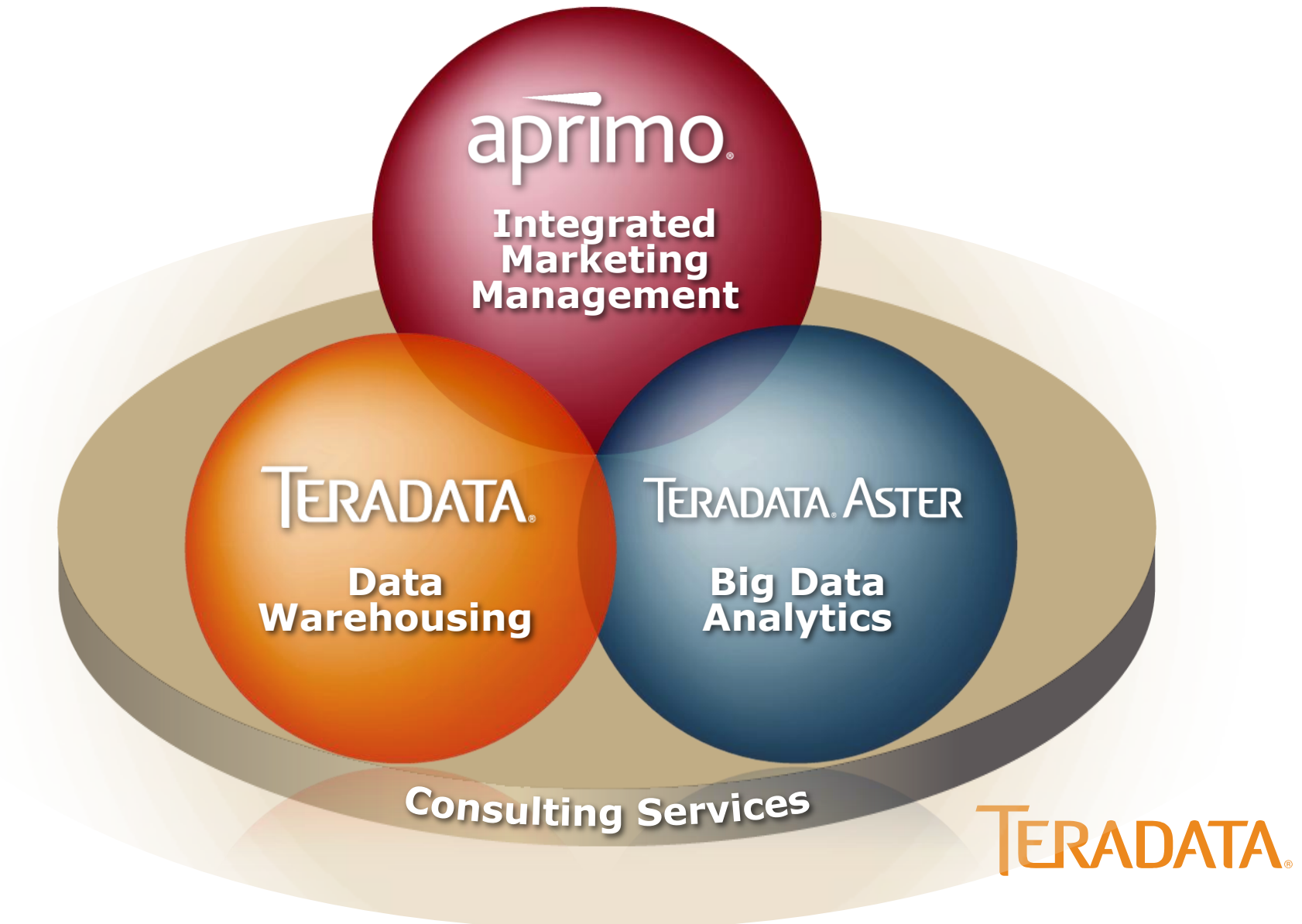
**analytics
5X more
than
Lower
Performers!**

5x

Source: MIT-Sloan Management Review

TERADATA®

Positioned for Growth



Teradata Russia Quick Facts

- Fast Growth In Russia

- 12 Customers, 3 in 2011
- Fast Growth In Russia

- Commitment to Growth & Invest In Russia

- Indirect Channel, 2 Customers Already

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TERADATA ФОРУМ 2011

ДОСТИГНИ БОЛЬШЕГО



Wolfgang Schwegle
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Lufthansa



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Head of CRM Development
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Coca-Cola Refreshments

