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RESEARCH

# TERADATA REINFORCES MULTI-CLOUD AND PARTNER STRATEGY

ANALYST

Alexander H. Wurm

## THE BOTTOM LINE

At Teradata's 2023 partner forum, the vendor brought attention to several key partnerships with cloud providers, SaaS vendors, and system integrators (SIs) to better fit emerging customer needs surrounding multicloud support, advanced analytics, and efficient cloud processing. This partner and customer-first approach aligns with current adoption trends in data infrastructure modernization by giving customers a simplified path to implementing a modern data analytics and data management stack. Businesses previously hamstrung by the technical or cost constraints leverage Teradata to navigate the complexities of their data transformation. Looking forward, Nucleus expects this vision to translate into extended Teradata adoption as well as extended utilization of its partner network.

## OVERVIEW

In 2023, organizations are swamped by the sheer volume and velocity of data ingestion and consumption. This rapid shift to mass scale has led many organizations, encumbered with legacy hardware and software, to reevaluate their data infrastructures, to reduce total cost of ownership (TCO) and improve compute performance. Typically these are not small or isolated initiatives, rather, organizations tend to rip and replace multiple components at once, including data lakes, warehouses, middleware solutions, and more. To illustrate with metrics from the last year, Nucleus notes that over 70 percent of cloud data warehouse adoption involves a change in the businesses' middleware and governance tools. As a result, vendors now view their partner network as a competitive differentiator, and those who best deliver value with their partners are poised for growth.

**Over 70% of cloud data warehouse deals also involve new tools**

At Teradata's 2023 Partner Forum, the vendor displayed its strength in its partner ecosystem, bringing together public cloud providers, system integrators (SI), and independent software vendors (ISVs) to display its partner and customer-first strategy. With this strategic alignment, Teradata delivers comprehensive solutions that not only fit well with modern data infrastructures but also add value by giving customers a simplified and cost-effective path to best-of-breed data management and processing.

## TERADATA

Teradata provides an enterprise-grade data platform complete with integrated advanced analytics, security, and data access components. VantageCloud Lake and VantageCloud Enterprise, Teradata's flagship cloud offerings, give customers a cost-effective platform that features elastic scalability, low-cost storage, and built-in analytics to support a broad range of data processes. With an architecture designed for multi-dimensional linear scalability, Teradata enables customers to handle massively parallel workloads without any loss in performance. The vendor also offers the ability to manage performance with advanced workload management software to meet SLAs rather than scaling performance at an additional and unpredictable cost. Furthermore, with Teradata's unit pricing model, users only pay for what they use and can avoid cost overruns with capabilities such as auto-scaling and auto hibernate. Organizations can also allocate usage at the departmental level to better manage costs and enable individual ownership of compute budgets and timelines.

## PARTNER HIGHLIGHTS

At Teradata's 2023 partner forum, the vendor highlighted various ways in which it and its partner network deliver a connected value proposition for its customers.

### CLOUD SERVICE PROVIDERS

Teradata has continuously expanded its support for public cloud partners, including AWS, Google Cloud, and Microsoft Azure. The Teradata Partner Forum 2023 built on this trend, showcasing new features and best-practices designed to enhance the interoperability between Teradata's solutions and these hyperscalers. The forum highlighted Teradata's commitment to enabling seamless data management and analytics across these diverse environments. It also underscored the company's strategy of fostering strong partnerships with these cloud providers to deliver more value to its customers.


**75% of Teradata's  
largest cloud deals  
won in partnerships**

### INDEPENDENT SOFTWARE VENDORS

The software ecosystem in the cloud has become incredibly fractured with hundreds or even thousands of SaaS products that business rely on, especially true for data analytics, management, and modeling tools which have risen to prominence as of late. At its 2023 partner forum, Teradata highlighted many of the most prominent ISVs such as Dell for hybrid cloud deployments, dataiku and H2O.ai for advanced analytics, and Alation for data management, among many others. These partnerships underscore Teradata's commitment to integrating with a wide range of software solutions, enabling customers to leverage their own tools of choice.

### SYSTEM INTEGRATORS

Modernization of data and analytic infrastructure usually involves numerous challenges which may slow adoption or discourage organizations altogether. These initiatives are usually long processes involving multiple phases and internal teams with varying expertise. The large scope of these shifts, which can involve thousands of objects and mappings, can also present complex technical challenges that may stall entire initiatives. As a result, system integrators and external consulting have become a mainstay and vendors in the industry compete for the best support. At its 2023 partner forum, Teradata highlighted its network of



system integrators and implementation consultants, emphasizing its collaborative approach to overcoming these challenges.

## **LOOKING AHEAD**

At the 2023 partner forum, Teradata noted that over 75 percent of its largest cloud deals were won in partnerships. Across the entire data management and analytics market, joint deals are becoming standard. Whether its collaboration with cloud providers to drive efficient compute, work with ISVs to achieve best-of-breed capabilities or agreements with external consultants or SI to help perform an implementation, a vendors partner ecosystem has become a key differentiator. By highlighting its position as a partner-first company, Teradata sets itself up to capitalize on this trend. As a result, Nucleus expects extended Teradata adoption over the following 18 months as well as extended utilization for its partner network.