



Migrate Teradata  
workloads to  
Yellowbrick for  
10X performance

**AT A TENTH THE COST**



Teradata set the standard for large data warehouse deployments decades ago and broke ground with enterprise-scale functionality. Yet the technology hasn't kept pace with hardware, software, and cloud innovations. The platform is difficult to maintain and has unpredictable performance and low concurrency. Most deployments require complex scripting and large administrative staffs. Even Teradata's new platform is built on a legacy infrastructure.

# Teradata pain points



## **EXPENSIVE**

Teradata is known for its complicated, tiered pricing. Customers pay a premium for the technology and related services.



## **COMPLEX**

Its reputation as a feature-rich technology comes with the need for many management resources to handle the platform's complexity.



## **SLOW**

Despite updates and a repackaged platform, Teradata's performance and speed lag.



## **DIFFICULT MIGRATION**

Shifting workloads and applications from Teradata is challenging due to the system's complexity.

## Most Teradata users have the following 3 goals:

1

### Modernize analytics systems

- > Tear down analytics silos, focus on performance, and create analytics systems that are standards-based and fit with today's sophisticated data tools

2

### De-risk the cloud journey

- > Benefit from the agility and simplicity of the cloud, but without the exorbitant and unpredictable costs
- > Run workloads on premises or on any major public cloud (or both), wherever it makes the most sense

3

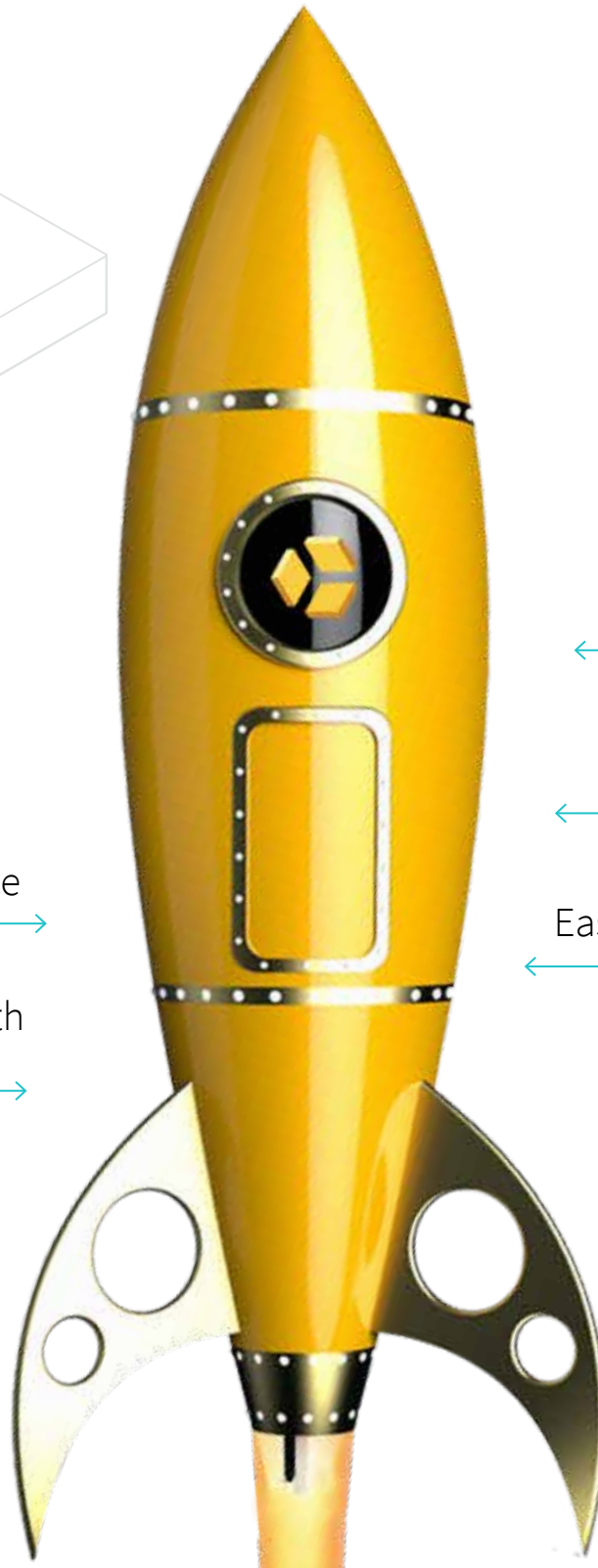
### Ensure a painless migration

- > Teradata systems are inherently complex, with support for extremely large data sets, so migration plans for even a small number of workloads can be unwieldy as well as time- and resource-intensive. Migration does not happen overnight and is often high risk.

# Why enterprises are migrating from Teradata to Yellowbrick

- 1 Best price + performance →
- 2 Flexibility with no lock-in →

- ← Reduced footprint 3
- ← Broad ecosystem 4
- ← Ease of migration 5





### REASON 1

## Best price + performance

Yellowbrick scales to the largest data sets of multiple petabytes, typically with **10x performance** versus Teradata, and all at a fraction of the cost. Yellowbrick also has predictable, fixed-cost subscription pricing, with no hidden costs and no extra charges for data movement.

## REASON 2

# Flexibility with no lock-in

Yellowbrick's innovations enable you to deploy a modern data warehouse with high scalability on premises, in a private cloud, and/or in any public cloud. Yellowbrick **supports all major cloud platforms** so you're not locked in to a particular vendor, providing you with ultimate flexibility in deployment options. Furthermore, users can run queries on the same data from multiple clouds simultaneously.





### REASON 3

## Reduced footprint

Yellowbrick helps enterprises meet infrastructure reduction initiatives with a cloud solution that **completely eliminates the data warehouse footprint, while the on-premises solution can shrink racks of hardware and shelves of disks to just 6U of space.** Yellowbrick's highly available architecture has no single point of failure and built-in redundancy, so there's no need to add extra instances for added resiliency.



#### REASON 4

## Broad ecosystem

Yellowbrick is based on industry-standard PostgreSQL and works out of the box with BI tools such as Tableau, MicroStrategy, SAS, Microsoft Power BI, and others that speak ANSI SQL, as well as with Python and R programming languages. Yellowbrick also **works seamlessly** with data motion and ETL tools, security tools, and a host of other modern and traditional data and analytics programs.





#### REASON 5

## Ease of migration

Yellowbrick works with a variety of partners to help **ease and simplify the migration** of your data to a Yellowbrick system. These partners offer migration tools, consulting services, and more to ensure your migration is as successful as possible.



5PB

capacity



1,000s

of daily users

### CUSTOMER CASE STUDY

## Top 10 financial services company

In evaluating its options for data lake augmentation, a top 10 financial services company compared a 15-node, 6U Yellowbrick system against a 20-rack Teradata 6800. The company loaded two years of historical data from a MapR-based data lake into each system and then evaluated their performance across a set of 240 queries, with Yellowbrick beating the Teradata system on all but two. **Today, every new transaction across the company's lines of business is loaded into Yellowbrick, which, thanks to the system's 5PB capacity, is able to store five full years of transaction data.** Even better, thanks to Yellowbrick's unique architecture, much more of this data remains "hot" at all times than previously, **making it instantly queryable for thousands of daily users.**



# Accelerate migration with purpose-built tools

**Yellowbrick has a broad ecosystem of partners with tools that can significantly speed your data migration from Teradata to Yellowbrick.**

Next Pathway is an automated cloud migration company. Its SHIFT Migration Suite automates the end-to-end challenges customers experience when migrating applications to the cloud.

CompilerWorks was founded with the idea of applying compilers and optimizers to new application areas, helping customers with one of the most challenging and fundamental tasks in computing: language design and implementation.

Systech provides end-to-end digital strategy, data engineering, and advanced analytics services to build data-driven capabilities into clients' core business operations to drive continuous growth.

## The Yellowbrook Advantage Over Teradata

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Yellowbrick, the fastest data warehouse for hybrid and multi-cloud environments, offers a unified hybrid cloud solution that enables you to run your workloads where your business needs to run them, whether it be on premises and/or in a major public cloud.

Migrating data from Teradata is a complex process, and you don't need to complicate it more by having to rethink your data warehouse and cloud strategy.

You can quickly migrate your data to a Yellowbrick system on premises and significantly reduce your data warehouse footprint by consolidating multiple racks of Teradata into 6U of Yellowbrick hardware. Almost instantly, you will benefit from reduced real estate and data center costs. And when you're ready for it, you have the option of letting users access that same data from a public cloud just as they'd access any other cloud service.

You are assured of a successful migration, because Yellowbrick provides a unified database that makes cloud migration extremely quick and easy and works with partners that are experts in streamlining and even automating Teradata offloads. No need for multistep migration strategies: you need only one simple step with Yellowbrick.

## Intrigued?

Find your biggest, most complex data set and most important business challenge in Teradata and invite us in for a Yellowbrick proof of concept. We'll show you how high-speed data analytics can redefine your business opportunities.

[yellowbrick.com/demo](https://yellowbrick.com/demo)



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Yellowbrick Data provides the world's fastest data warehouse for hybrid and multi-cloud environments. Enterprises rely on Yellowbrick to power critical business outcomes and get answers to the hardest business questions for improved profitability, better customer loyalty, and faster innovation in near real time, and at a fraction of the cost of alternatives. Yellowbrick offers superior price/performance for thousands of concurrent users on petabytes of data, along with the unique ability to run analytic workloads on premises, in a private cloud, and/or in any public cloud and manage them in a simple, consistent way—all with predictable pricing via fixed-cost annual subscription.

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