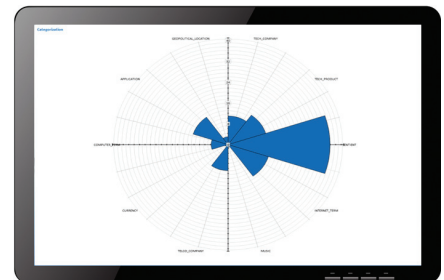
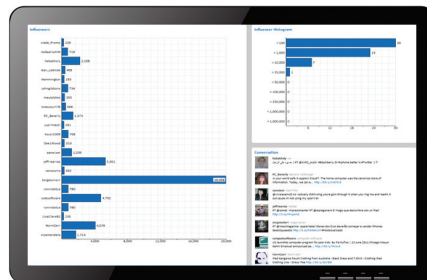
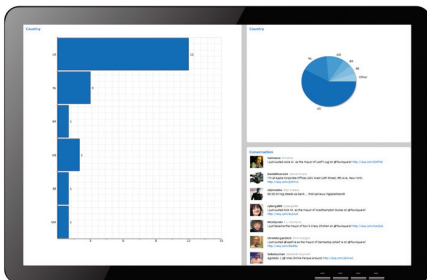
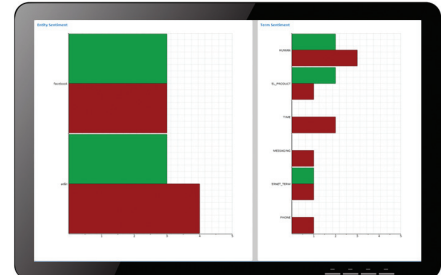
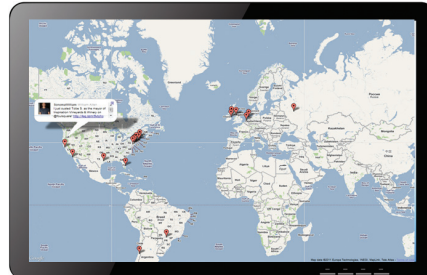




ATTENSITY AND TERADATA

High-Scale, Multi-Channel Customer Analytics and Engagement



ATTENSITY ENABLES REAL-TIME, HIGH SCALE SOCIAL ANALYTICS WITH THE ASTER MAPREDUCE PLATFORM

Attensity, the leading provider of text analytics solutions for customer experience management, and Teradata, the leader in enterprise data warehousing and analytic technologies, have teamed up to bring structured and unstructured data together with a solution that is helping the world's leading brands leverage customer conversations as a business asset.

Attensity's patented text analytics technology extracts the wealth of insights that can be found in unstructured information across customer conversation channels, including real-time social media data, email, survey responses and CRM interactions, and transforms it into a structured form for analytics inside Teradata's world-class customer data warehouse. Joint customers are then able to conduct sentiment, issues and root cause analysis on products, services, opportunities and marketing campaigns, and use the results of that analysis to improve the customer experience across multiple channels.

Real-Time Social Analytics with Aster Data

The nature of data needed to drive business decisions has changed dramatically in recent years. Online customer conversations are taking place 24 hours a day, seven days a week, and in every country around the world. Social media, mobile devices and online applications have amplified the volume across all channels

at an unprecedented rate. As a result, the influence of social media on corporate brands is more powerful than ever.

The Attensity Voice of the Customer (VoC) Command Center aggregates social customer conversations in a strategic solution that gives organizations a view at a glance what customers are saying about their company, products and brands. Teradata's Aster MapReduce Platform is a massively parallel processing system designed for iterative, ultra-fast analysis that easily scales to terabytes of data and beyond. Attensity gathers real-time social media conversations from over 75 million online sources including the full Twitter Firehose, Facebook, blogs, forums and communities, as well as internal sources such as emails, surveys and private forums, and feeds insights extracted from those conversations into Teradata's Aster MapReduce Platform by leveraging Aster's Applications-Within™ architecture, which enables analytic software to be processed inside the platform in a massively parallel processing fashion.

In the future, Attensity plans to extend support for the Aster solution to its Analyze 6.0 application to give Teradata customers full access to Attensity's deep sentiment and root cause analysis capabilities. Attensity and Teradata share a number of customers including RBC, Travelocity and Lloyd's Banking Group.



Attensity in the Teradata Warehouse

Attensity Analyze, Attensity's deep sentiment and root cause analytics application, also directly feeds the Teradata Warehouse with data in a reporting schema that is optimized for analysis within the Teradata Data Warehouse environment. Attensity is also designed to feed existing Teradata logical data models like the Financial Services Logical Data Model (FSLDM) and the Travel Logical Data Model (TLDM), connecting insights found in unstructured customer data with structured industry specific data. Within these LDMs, Attensity offers a schema that is optimized for queries that enable users to ask questions of structured and unstructured fields together.

The Attensity output is fused with existing structured data such as customer ID, product ID and other structured fields in the Teradata warehouse, including applying the appropriate Logical Data Models (LDM). This data can then be analyzed using business intelligence, link analysis and predictive modeling technology, or using the Attensity Analyze application.

Provides a 360° View of Customer Data

Attensity Analyze transforms text in surveys, emails, CRM notes and social media, among other sources, into actionable insights with the native exploration and dashboarding capabilities of the Attensity Explore application. Explore provides an interface designed for analysts and others to take a deeper look at and export insights derived from text, including top compliments and complaints, sentiment, net promoter scores, issue hotspotting and more, and use those insights to drive customer experience management initiatives.

Attensity Explore utilizes a powerful new backend database architecture called the Attensity Data Grid (ADG), a Massively Parallel Processing (MPP) Platform designed to rapidly process data through the Attensity engine. The Attensity Data Grid is bundled technology included with Attensity Analyze at no additional cost, and is designed to increase throughput on the annotation process required by Attensity to enable users to query Attensity in a relational environment. It is also designed for ad hoc queries using Attensity Analyze.

Using the Analyze Reporting Repository, Attensity can also extend the value of your existing data warehouses and business intelligence systems, relating Attensity-derived data to data in CRM systems, inventory systems and other external sources for executives, customer service, marketing and other departments.

Multi-channel reporting and analysis across both structured data found in logical data models and unstructured data extracted with Attensity happens within the Teradata Warehouse, powered by the Analyze Reporting Repository, which is optimized to leverage Teradata's fully traceable data warehouse. The solution automatically places the data in your Teradata system, providing you with a 360° view of your customers.

Unprecedented Speed and Scalability

Together, Teradata and Attensity provide a powerful platform for analyzing both structured and unstructured data. By combining the power of Teradata's data warehouse with Attensity's real-time social media and deep analytics solutions, enterprise organizations gain unprecedented speed and scalability, and the actionable data they need for agile decision making.

ABOUT ATTENSITY

Attensity helps the world's leading brands leverage customer conversations as a business asset.

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