

# Accelerate Business Value with Real-Time Streaming Integrations

As the world becomes more connected, as barriers to cutting-edge technologies are lowered, and as consumers expect businesses to provide best-in-class tailored experiences, real-time data is becoming the building block that is powering new applications, experiences, and business models. As such, the need for real-time data and analytics is crucial for organizations, across every vertical, to survive and thrive.

For example, data and analytics can help a leading auto manufacturer looking to deliver personalized and helpful offers and service recommendations to customers in real time. Or a firm that manages national lotteries looking to help prevent gambling addiction for digital games can use streaming data and analytics to detect and prevent problem behavior in real time. We are seeing similar initiatives across every industry involving organizations getting access to and analyzing their data in real time (Figure 1).

## Delivering answers and experiences in real time

Teradata Vantage Streams was born as an answer to a monumental shift in data movement and analytics that are geared toward real-time answers and experiences (Figure 2).

The power of real-time data gives organizations the opportunity to augment what has happened, using historical data, with what is happening now. This enables them to imagine new ways to interact with and enrich the lives of their customers.

The ability to augment historical data with real-time data can bring about real change into how organizations think about and use their data. It also enables the types of insights that can be derived from integrated

### Industries moving from batch to streaming

Industry	Traditional	Modern
Auto/Transport	Spreadsheet-driven driver schedule	Real-time estimated time of arrival (ETA)
Banking	Ad-hoc offers and delayed dashboards	Real-time offers and customer dashboards
Defense	Reactive cybersecurity forensics	Automated SIEM and anomaly detection
Healthcare	Delayed claims fraud detection	Faster claims fraud detection
Manufacturing	Scheduled equipment maintenance	Automated, predictive maintenance (zero downtime)
Oil and Gas	Reactive maintenance	Automated, predictive maintenance (zero downtime)
Retail	Batch inventory updates	Real-time offers and promotions (increase revenue)

Moving from...	<b>Batch</b>	<b>Streaming</b>
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Figure 1. Shift to real-time: Accelerating business outcomes

data. This leads data-driven organizations to achieve clearer insights and new business outcomes, driven by real-time analytics. Figure 3 shows a sample reference architecture for Vantage Streams.

## Realize business advantages using Vantage Streams

Get access to real-time data with real-time streaming integrations

- Vantage Streams enables real-time integrations with popular event streaming platforms in the cloud. Through these integrations, Vantage Streams enables users to ingest streaming data, in real time.
  - Currently supported integrations: Confluent Kafka on AWS
  - Future integrations:
    - Confluent Kafka on Google Cloud and Azure
    - Google Cloud Pub/Sub
    - Azure Event Hubs

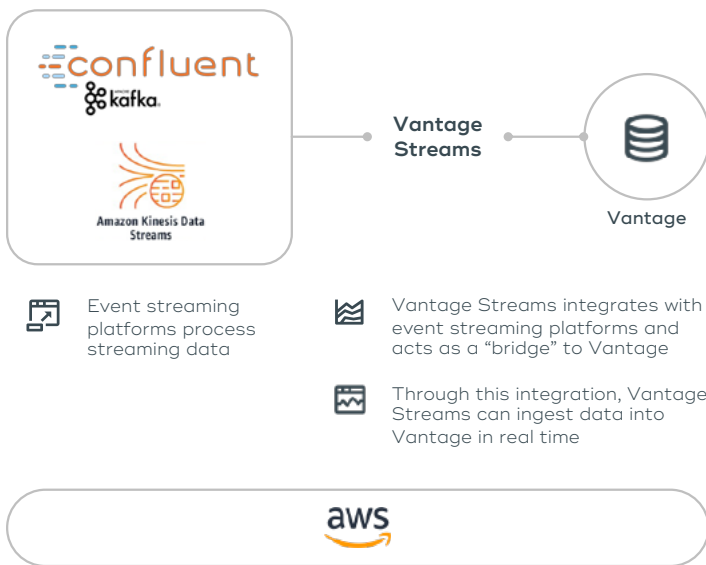


Figure 2. Vantage Streams Overview

### Achieve low latency, high throughput, and autonomous streaming data pipelines

- With Vantage Streams, users can set automated data pipelines that continuously monitor topics in event streaming platforms. As new events are recorded in a topic, Vantage Streams automatically consumes these events and writes them to Vantage in real time.

### Streamline and automate ETL/ELT processes

- Vantage Streams pipelines are always on until turned off by the user. This enables users to leverage Vantage Streams pipelines as extract, transform, and load (ETL) or extract, load, and transform (ELT) pipelines that continuously pipe data into their database or data warehouse. This helps eliminate the need to schedule jobs or write scripts for any manual loads/updates.
- With Vantage Streams, users can establish continuous ETL pipelines that are able to structure semi-structured data, or create ELT pipelines so transformations happen after the data is loaded.

## What is Vantage Streams?

Vantage Streams provides low latency, high throughput data pipelines that ingest data from event streaming platforms in real time.

- Modernize cloud data architectures and ETL
- Augment analytics with real-time data
- Enable real-time business outcomes

**No additional charge!**

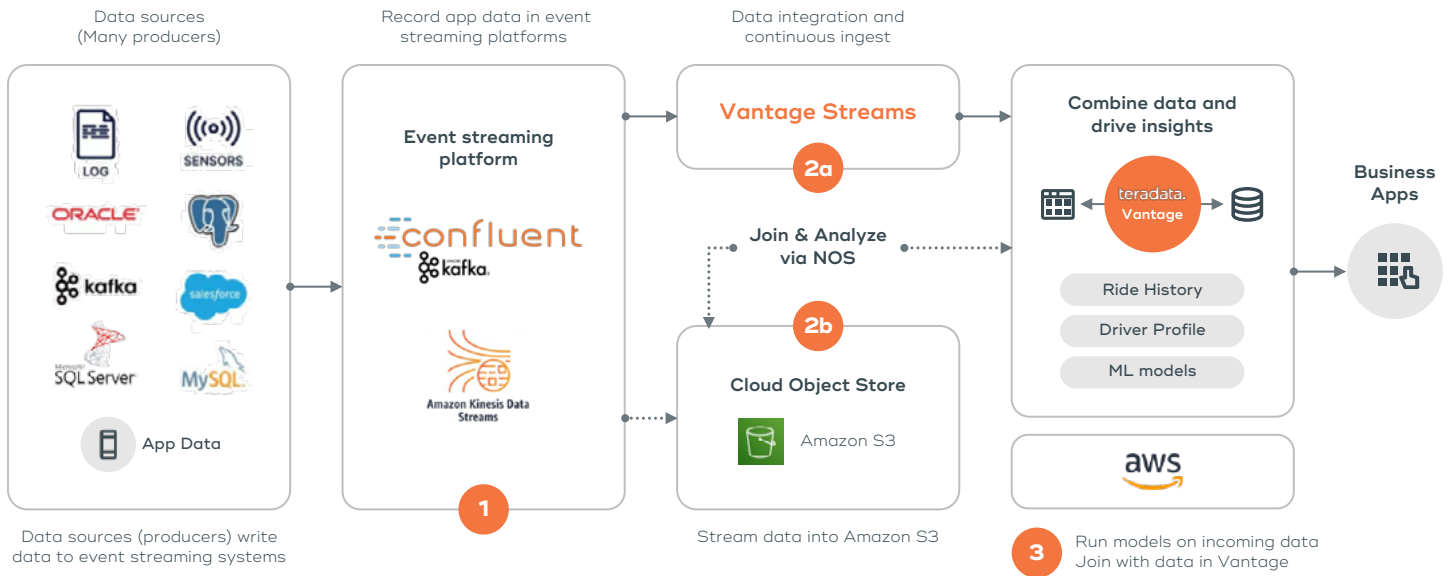


Figure 3. Example Reference Architecture

### Utilize Vantage Streams as-a-service

Rest easy knowing Vantage Streams is delivered as-a-service with Teradata handling performance, security, availability, and operations so you can focus on your data and analytics.

### Realize key benefits

- Secure, resilient, reliable, and scalable data pipelines
- Ingest streaming data, at scale
- Get access to your data in real-time
- Automate your pipeline development via a Restful API

### About Teradata

Teradata is the connected multi-cloud data platform company. Our enterprise analytics solve business challenges from start to scale. Only Teradata gives you the flexibility to handle the massive and mixed data workloads of the future, today. Learn more at [Teradata.com](https://www.teradata.com).