

How ServicePlus Extends the Capabilities of our AR Team

December 2021

Kim Dossey

Senior Director of Global Analyst Relations

The Connected Multi-Cloud Data Platform for Enterprise Analytics



teradata.

Background

- 1 5th year working with ARInsights
- 2 Analyst relations managers have access to all functions of ARchitect
- 3 Subscribe to Premium Content
- 4 Use ARchitect for analyst newsletters
- 5 Launched Analyst Portal in 2021
- 6 Leverage ServicePlus

Teradata Analyst Relations Team



Kim Dossey
Director of
Analyst Relations



Tara Kaskocsak
Analyst Relations
Manager



Heather Lowles
Analyst Relations
Manager

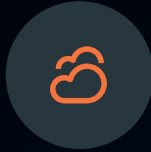


Mary Gros
Academic Business
Influencers Manager

Analyst Firm Coverage

Industry Analysts	Independent Business Analysts/Consultants	Academic Business Influencers
      	         	      

ARInsights ServicePlus



Extend the Capabilities of the AR Team

- 1 We're able to cover more analysts
- 2 Increase support to the internal organization
- 3 Improved tracking against metrics



Increase Communications with Analysts

- 1 Analyst newsletters
- 2 Analyst Portal
- 3 Custom communications



Create and Deliver Reports

- 1 Analyst Interactions
- 2 Vendor coverage and mentions
- 3 Performance of the communications with analysts

Analyst Newsletters

- Designed newsletter template
- Loaded all content
- Provided graphics and images
- Trained the AR team for future newsletters
- Assisted with initial rollout to analysts

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Teradata Newsletter for Analysts & Academics

We hope that 2021 is off to a good start and our thoughts are with everyone experiencing the extreme weather conditions hitting much of the U.S. and Europe. We hope you and your family remain safe and warm.

We have been very busy here at Teradata and we are excited to share with you a few highlights. Be sure to spend a few minutes reviewing our [new cloud security capabilities](#) and our free [2021 State of Teradata Vantage Cloud](#).


Teradata Influencer Relations Team

Teradata Reports 2020 Financial Results

Teradata announced its fourth-quarter and full year 2020 financial results on February 4, 2021 and reported a strong finish to the year with solid execution and outstanding resiliency from across the organization as the company gained cloud momentum.


In the Press Release CEO Steve McMillan noted:

"Our Cloud-First focus has been recognized by our customers and the marketplace. Teradata achieved 165% growth in public cloud ARR year-over-year and received significant industry endorsement as a leading cloud data platform. Our cloud momentum has contributed to another strong quarter of performance, as we exceeded quarterly expectations for recurring revenue, non-GAAP profitability and free cash flow."



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New Executive Appointed to Teradata Leadership Team
Announcing the appointment of Todd Clone as Chief Revenue Officer
Todd is an experienced global sales leader with proven record driving revenue



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Teradata Newsletter for Analysts & Academics

Happy Spring!

Here at Teradata, we are staying focused on helping our customers do what they do best—leveraging all of their data to drive real business results. We have several important announcements and key customer wins that we are excited to share.

And this just in... we are planning to host a Virtual Influencer Summit on Friday, September 10, 2021. Additional details will follow, but please hold this date (9:00 am - 3:00 pm PT) on your calendar!

Teradata Influencer Relations Team

IMPORTANT HEADLINES

2021 financial results on May 6, 2021.

reased 176% to \$124 million from \$45 million
12% to \$1.404 billion from \$1.254 billion
\$1 million versus \$434 million, an increase of 13%
to \$372 million versus \$311 million, an increase of 20%

[Read More](#)

Steve McMillan noted:

to the year exceeding expectations across key metrics with significant growth in y, and free cash flow. Our relentless focus on profitable growth, coupled with the y, our performance and positioning Teradata to win over the long-term," said nd CEO, Teradata. "The momentum for our connected, multi-cloud data platform lued to grow, demonstrating that our pivot to the cloud is the right strategy for

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Teradata Virtual Influencer Summit - September 10

Get Answers. Ask Questions.

We hope you can attend our Virtual Influencer Summit on Friday, September 10, 2021. Please plan to join us from 8:00 AM to 1:30 PM Pacific Time.

The program includes important updates from Teradata executives, Teradata customers and special break-out sessions offering more detailed technical information.

This time is for YOU! Please register today!

[Register](#)

IMPORTANT HEADLINES

Teradata Reports Second Quarter Financial Results on August 5, 2021


- Public cloud ARR of \$139 million, an increase of 157% from prior year period
- Recurring revenue of \$376 million, an increase of 16% from prior year period
- Cash from operations of \$225 million, an increase of \$95 million from prior year period

In the Press Release CEO Steve McMillan noted:

"Teradata delivered year-over-year growth in Q2 '21 across key metrics including public cloud ARR, recurring revenue, profitability and free cash flow. We are executing on our cloud-first plan, winning new customers and expanding existing customers as we build on our position as the connected multi-cloud data platform for enterprise analytics," said Steve McMillan, Teradata President and CEO. "Our unrivaled data management capabilities across multi-cloud and on-premises environments are what customers need today, and we are continuously innovating to address tomorrow's needs. Taken together, we are confident in our strategy for profitable growth as we continue to generate significant shareholder value."

[Read More](#)

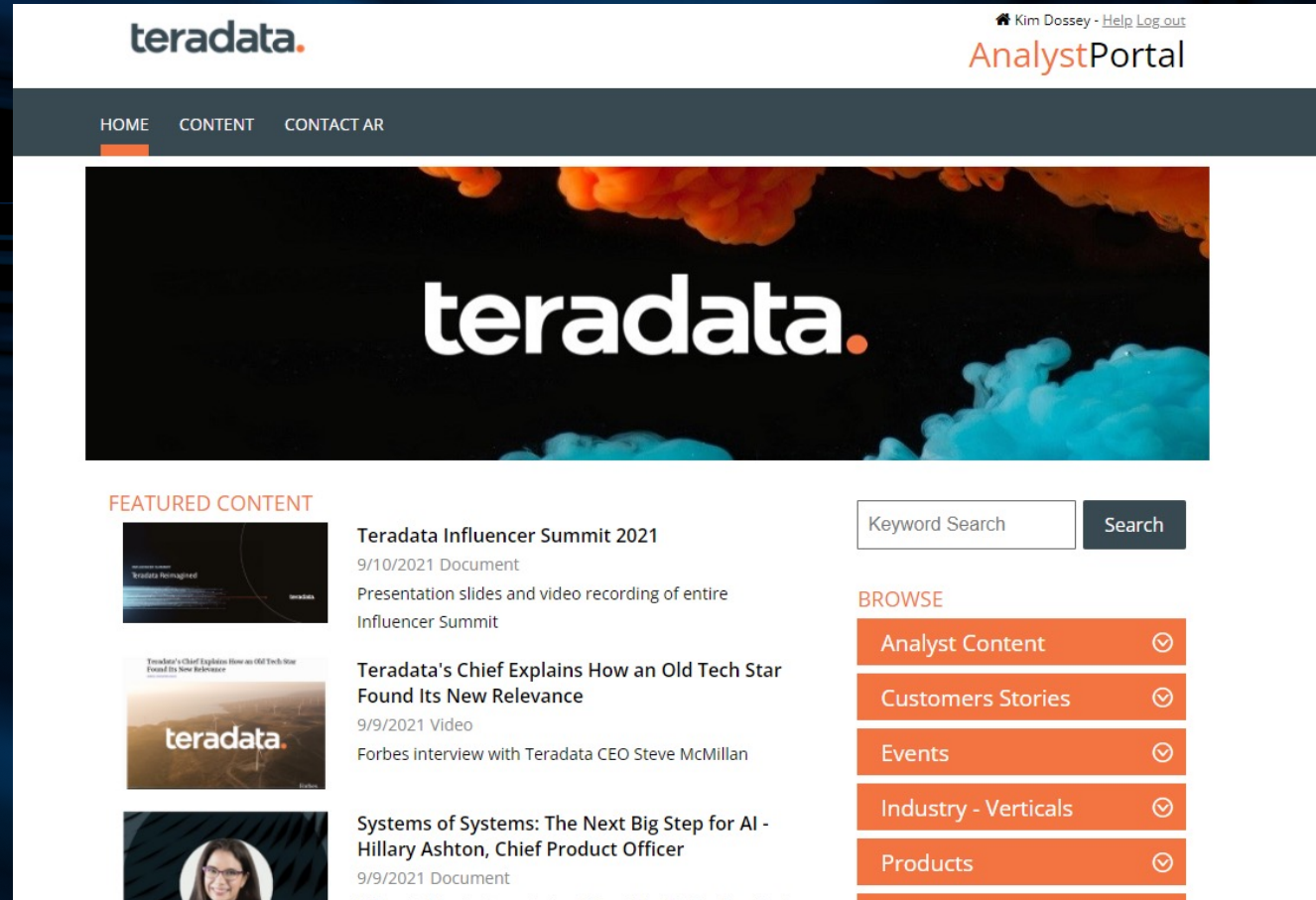
New CFO Appointed to Teradata Leadership Team
On June 8, 2021, Teradata welcomed Claire Bramley, new CFO, who will report directly to Steve McMillan, President and CEO. She succeeds Mark Cuhane, who stepped down as CFO after three and half years of distinguished service. As CFO, Claire will be a member of the Executive Leadership Team, responsible for leading Teradata's financial organization, information technology, analytics and security, enterprise risk, and enterprise strategic sourcing.



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Analyst Portal

- Overall design of the portal
- Assisted with loading initial content
- Selected/added all images
- Trained the AR team on using and maintaining
- Assisted with initial rollout to analysts
- Reduced timeframe to launch



Summary

- 1 ServicePlus enabled us increase value and visibility within our organization
- 2 ServicePlus augmented our AR team resources cost-effectively
- 3 ServicePlus increased ability to measure value of the AR program

Thank you.

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