

Training Tomorrow's Innovators

Teradata University Network

The change and challenge facing tomorrow's business and IT leaders demand a unique blend of technical insight and practical, hands-on experience. And that's exactly what Teradata University Network delivers – today! Here you will discover a teaching environment that helps you train your students to become the thinkers and innovators who will break through barriers to create added business value for their organizations.

Teradata® University Network is a web-based portal for faculty and students in data warehousing, business intelligence, decision support, and database. It provides access to up-to-the-minute instructional materials and state-of-the-art software – at no cost to your university. The network currently has nearly 2,000 registered faculty members from more than 1,000 universities in 75 countries. And thousands of students worldwide are currently taking advantage of the available content at both undergraduate and graduate levels.

Industry Expertise and Faculty Support

Teradata University Network offers you and your university an array of built-in benefits. For starters, you can share in the wealth of Teradata know-how, the actual technology of Teradata and Teradata partners, and you'll have access to eye-opening customer case studies through which your students can see firsthand the power of data warehousing and the impact of evidence-based decision making – throughout multiple industries and across all business functional areas. The network will also provide you with articles, assignments, book chapters, case studies,

podcasts, research reports, tutorials, web seminars, and white papers. Plus, course syllabi used by other faculty, and projects and assignments that come with complete teaching notes are all available – all at no cost! Most all materials are accompanied by the recommendations and advised best practices from faculty who, like you, are engaged in bringing the best pedagogy and learning experiences to students.

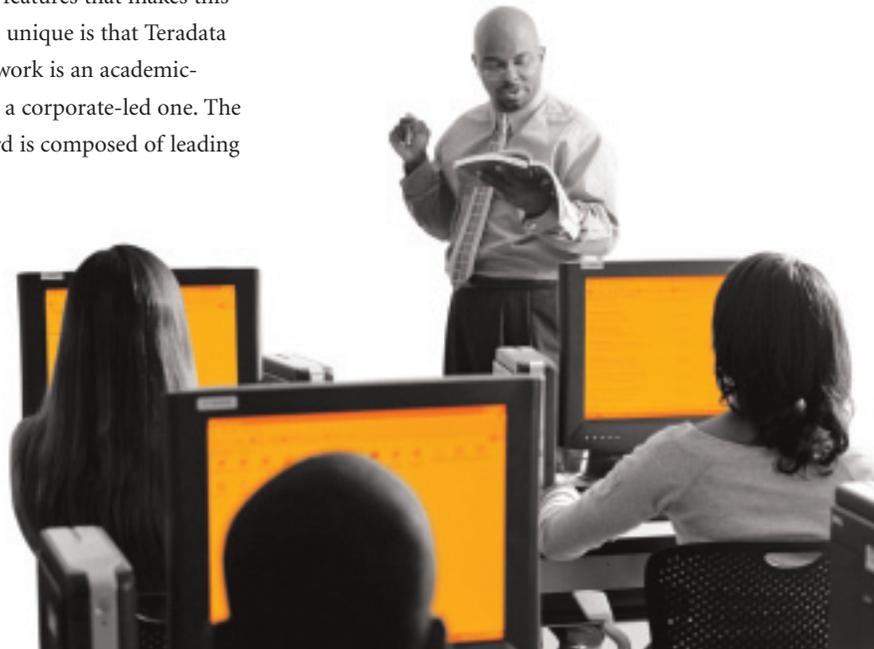
Academically-Driven

One of the key features that makes this teaching portal unique is that Teradata University Network is an academic-driven site, not a corporate-led one. The Academic Board is composed of leading

practitioners and renowned academics recruited from around the world, all united by their dedication to sharing innovative, proactive applications of authentic technology for data-driven decisions. Board members are encouraged to speak out on today's teaching requirements as well as to share their collective insight on everything from industry trends to evolving technologies. The result: a true collaboration between academics, students, and industry.

Resources for Students

In addition to the scope of support Teradata University Network offers you, it also provides your students with the opportunity to gain some much needed real-world, authentic experience. The companion Teradata Student Network website lets



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professors design assignments using databases, resources that would otherwise be cost prohibitive for any university to develop and maintain. You won't find watered down versions of applications here – you'll be using the real thing.

A Distinctive Teaching Environment

Teradata University Network is a distinctive environment in so many ways, especially in its no-cost content. A typical technology company academic program would charge a fee at either the faculty or student level, or both. Or it would require the purchase

of equipment and the added maintenance expense of that would come with that purchase. That's right, the network has no licenses, no huge up-front time investment to get everything installed at your site, and upgrades happen in the background with the implications and new features described in thoughtful newsletters, revised assignments, reading, etc.

Teradata understands that academic budgets are tighter than ever and that funding programs such as this is increasingly problematic. But through Teradata University Network, we are able to keep

you and your students abreast of the latest technologies examples – at no initial cost and with no ongoing expense.

Become a Teradata University Network Member

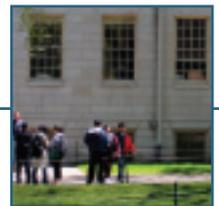
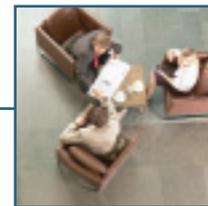
The business and IT challenges of tomorrow must be faced today. That's why Teradata University Network exists to train the next generation of talent and leadership.

It's easy to become a Teradata University Network faculty member. There's no software to install. Simply apply for membership and complete a brief registration form. Once your registration is authenticated, all the resources of Teradata University Network will be available to you.

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As a Teradata University Network faculty member, you'll be invited to participate in three distinct areas on the website:

- > Teach & Learn – browse the Teradata University Network library of materials, make comments, and submit your own teaching tools.**
- > Connect & Collaborate – participate in forums, request Teradata speakers, view profiles of members, and learn about upcoming events.**
- > Apply & Do – access the Teradata Database, MicroStrategy software, University of Arkansas resources, and a variety of other tools that you can leverage in your classes for hands-on participation.**



Academic advisors include Michael Goul (Arizona State University), Barbara Wixom (University of Virginia), Jeff Hoffer (University of Dayton), Hugh Watson (University of Georgia), Thilini Ariyachandra (Xavier University), Babita Gupta (California State University Monterey Bay), David Douglas (University of Arkansas), Haluk Demirkan (Arizona State University), Lakshmi Iyer (University of North Carolina, Greensboro), Nenad Jukic (Loyola University Chicago), Robert Winter (University of St. Gallen), and Paul Gray (Claremont Graduate University).

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