

## Forward-Looking Statements

This presentation and the accompanying discussion contain forward-looking statements within the meaning of Section 21E of the Securities and Exchange Act of 1934. Forward-looking statements generally relate to opinions, beliefs, and projections of expected future financial and operating performance, business trends, and market conditions, among other things. These forward-looking statements are based upon current expectations and assumptions and involve risks and uncertainties that could cause actual results to differ materially, including the factors discussed in this presentation and those relating to: the global economic environment and business conditions in general or on the ability of our suppliers to meet their commitments to us, or the timing of purchases by our current and potential customers; the rapidly changing and intensely competitive nature of the information technology industry and the data analytics business; fluctuations in our operating results; our ability to realize the anticipated benefits of our business transformation program or other restructuring and cost saving initiatives; risks inherent in operating in foreign countries, including

foreign currency fluctuations; risks associated with the ongoing and uncertain impact of the COVID-19 pandemic on our business, financial condition and operating results, including the impact of the COVID-19 pandemic on our customers and suppliers; risks associated with data privacy, cyberattacks and maintaining secure and effective internal information technology and control systems; the timely and successful development, production or acquisition, availability and/or market acceptance of new and existing products, product features and services; tax rates; turnover of workforce and the ability to attract and retain skilled employees; protecting our intellectual property; the availability and successful exploitation of new alliance and acquisition opportunities; subscription arrangements may be cancelled or fail to be renewed; the impact on our business and financial reporting from changes in accounting rules; and other factors described from time to time in Teradata's filings with the U.S. Securities and Exchange Commission, including its annual report on Form 10-K for the year ended December 31, 2020 and subsequent quarterly reports on Forms 10-Q, as well as the Company's annual report to stockholders. The forward-looking statements included in this presentation and the

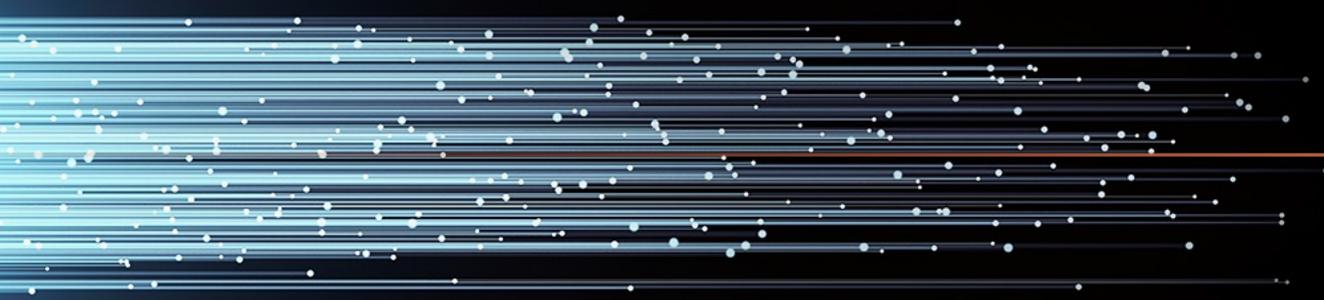
accompanying discussion are made as of September 9, 2021, and Teradata does not undertake any obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

## Non-GAAP Financial Measures

This presentation and the accompanying discussion include certain non-GAAP financial measures, which exclude such items as stock-based compensation expense and other special items, as well as other non-GAAP financial measures, such as free cash flow and constant currency revenue comparisons. Please refer to the Appendix for a reconciliation of non-GAAP to GAAP measures as well as additional useful information regarding Teradata's use of non-GAAP financial measures.

Todd Cione

Chief Revenue Officer



teradata.



Differentiated  
vertical and enterprise  
expertise



Seamless GTM model;  
deeply embedded  
within customers



Partners playing  
a crucial role  
in our success



Driving Cloud  
ARR growth to  
\$1B+ in FY25\*

\* Teradata forecast for fiscal 2025. Cloud ARR represents public cloud ARR, which is defined as the annual value at a point in time of all contracts related to public cloud implementations of Teradata Vantage and does not include ARR related to private or managed cloud implementations.

# We have differentiated **vertical and enterprise expertise**



**40**

Years of proven vertical experience within the world's largest enterprises



**7**

Core industries



**8**

Core personas



**100s**

Proven use cases

# We are creating scaled business value for customers

For Telco

## 1 Use case domain

Customer Experience

## 5 Use case sub-domains

Customer Insights Foundation

Customer Lifecycle Management

**Frictionless Customer Experience**

Marketing Effectiveness

Digital Channel Optimization

## 13 Use cases

Customer Segmentation

Behavioral/Preference Analytics

Behavioral Segmentation

Cross Sell/ Up-Sell

Real Time Customer Engagement

Communication Targeting

**Customer Experience Analytics**

Customer Re-engagement

Event Analytics

Customer On-Boarding and Development

Customer Retention

Cross Channel Performance

Transactional Classification

## 10 Use case breakdowns

Network Experience Analytics

Contact Centre Sentiment

Handset and Device Performance

Outage Management

Process Touch-point Feedback

Complaint Prediction

Sentiment Analysis

Service Efficiency

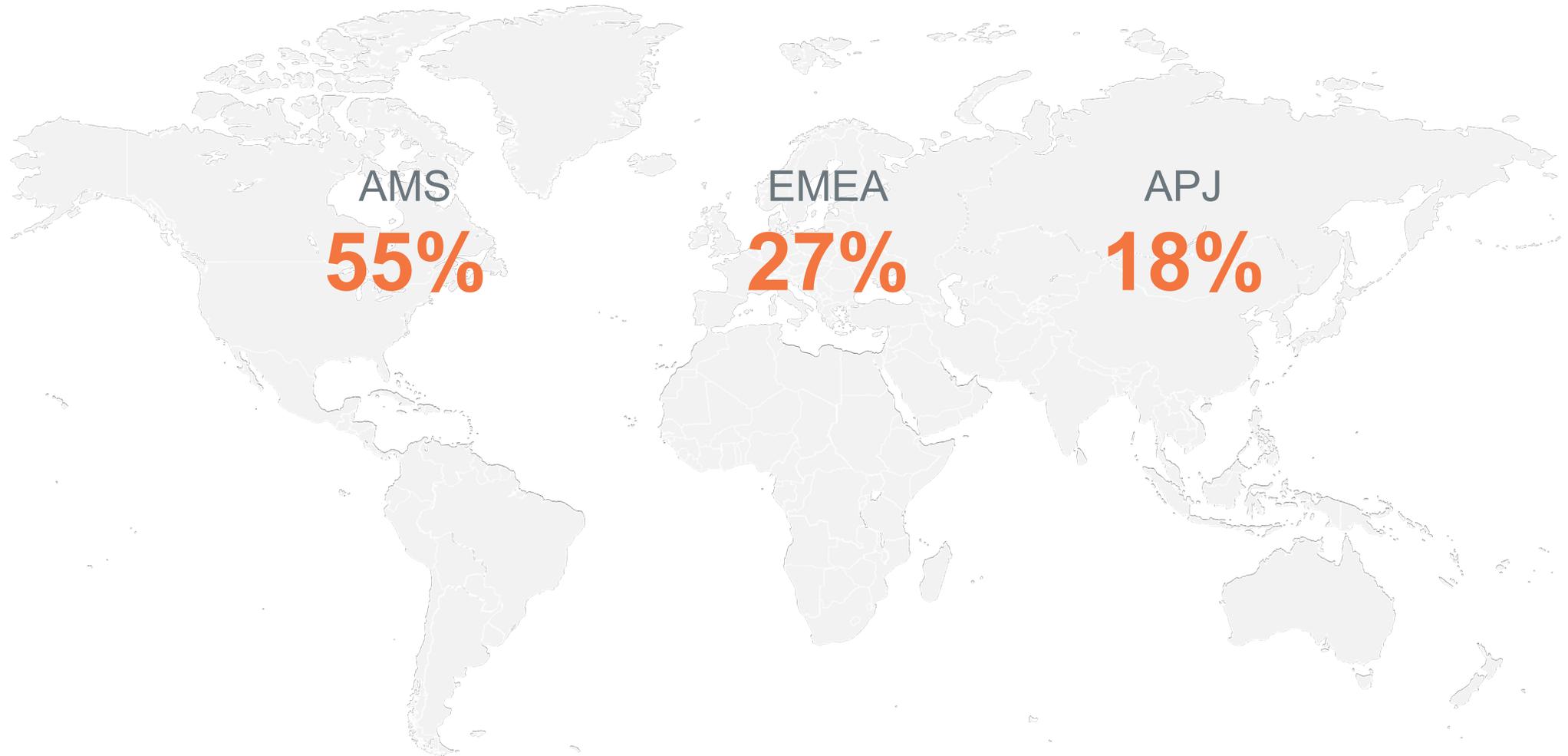
Cross Channel Customer Experience

Customer Experience and Satisfaction Index

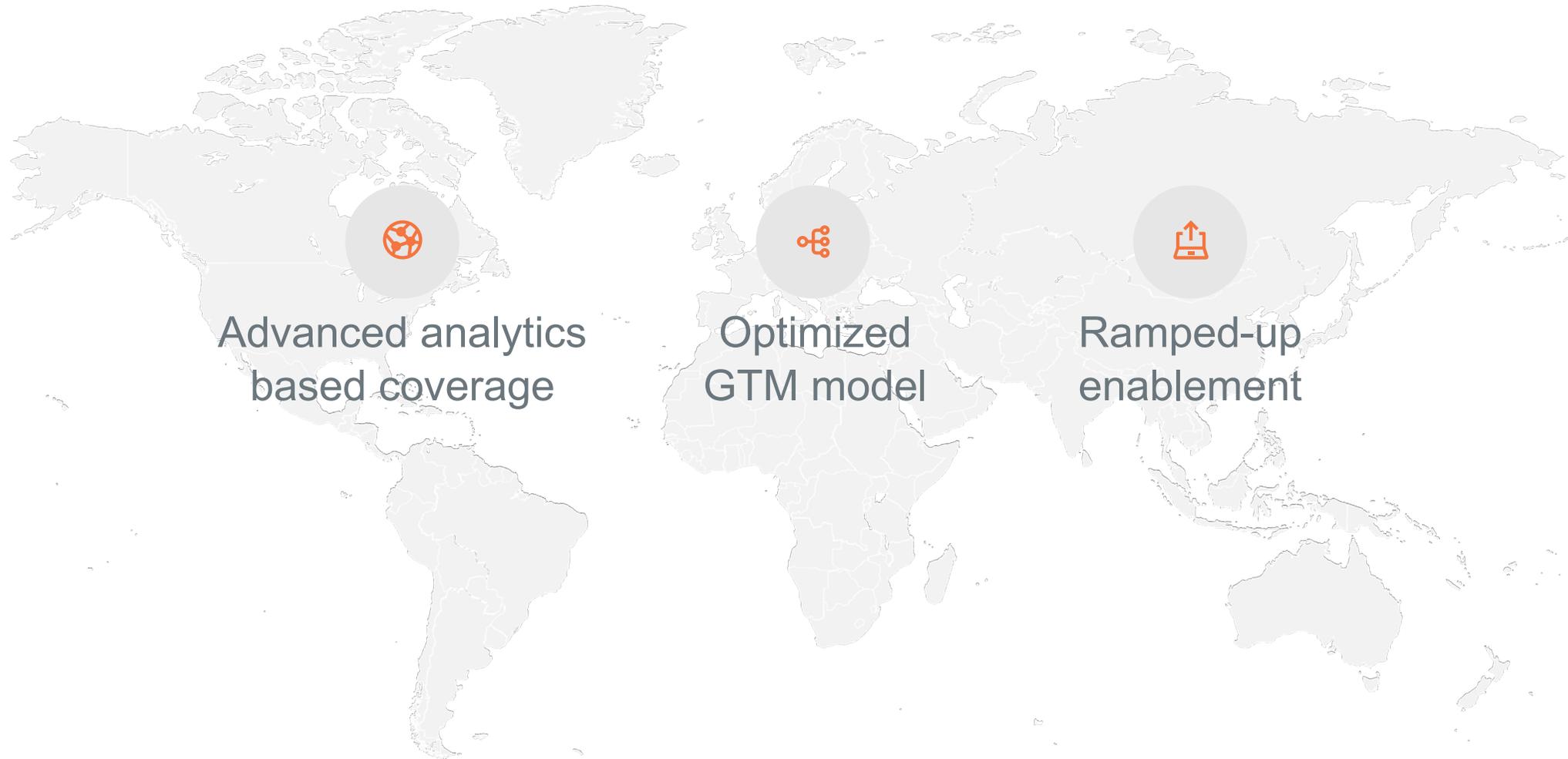
# We deliver value on our customers' terms



We have built off our global coverage,  
**and enhanced our GTM engine**



# We have built off our global coverage, **and enhanced our GTM engine**

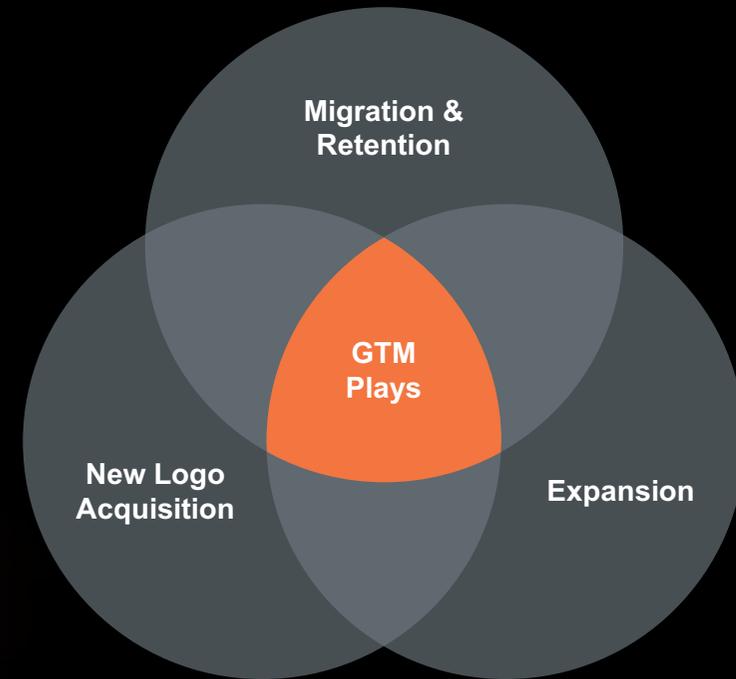


Advanced analytics  
based coverage

Optimized  
GTM model

Ramped-up  
enablement

# Seamless GTM model and **deeply embedded within customers**



Winning new customers is **expanding our base**

**Volkswagen &  
Teradata use data  
and **advanced  
analytics** to boost  
the efficiency of  
body shop  
processes**

*“ The use of process data for 100% process monitoring is a decisive step towards the Smart Factory and will be the basis for further applications that contribute to continuous improvement.*

*— Mathias Boomgaarden, Project Manager WPS light at Volkswagen*



We are expanding by  
**creating outsized value** for the largest enterprises

Global Financial Services Player

**>30% expense reduction**  
by investing in application  
and platform consolidation  
with Vantage

Regulatory Reporting

Risk Management

Fraud Analytics

Advanced Financial Modelling

Customer Experience Analytics

Continuity of Business

Cloud migration is a  
**growth strategy**

“ Data is the heart  
of how we run our  
business and  
support our  
customers, and  
it’s all coming out  
of Teradata

— John Higginson, CTO

**GROUPON**

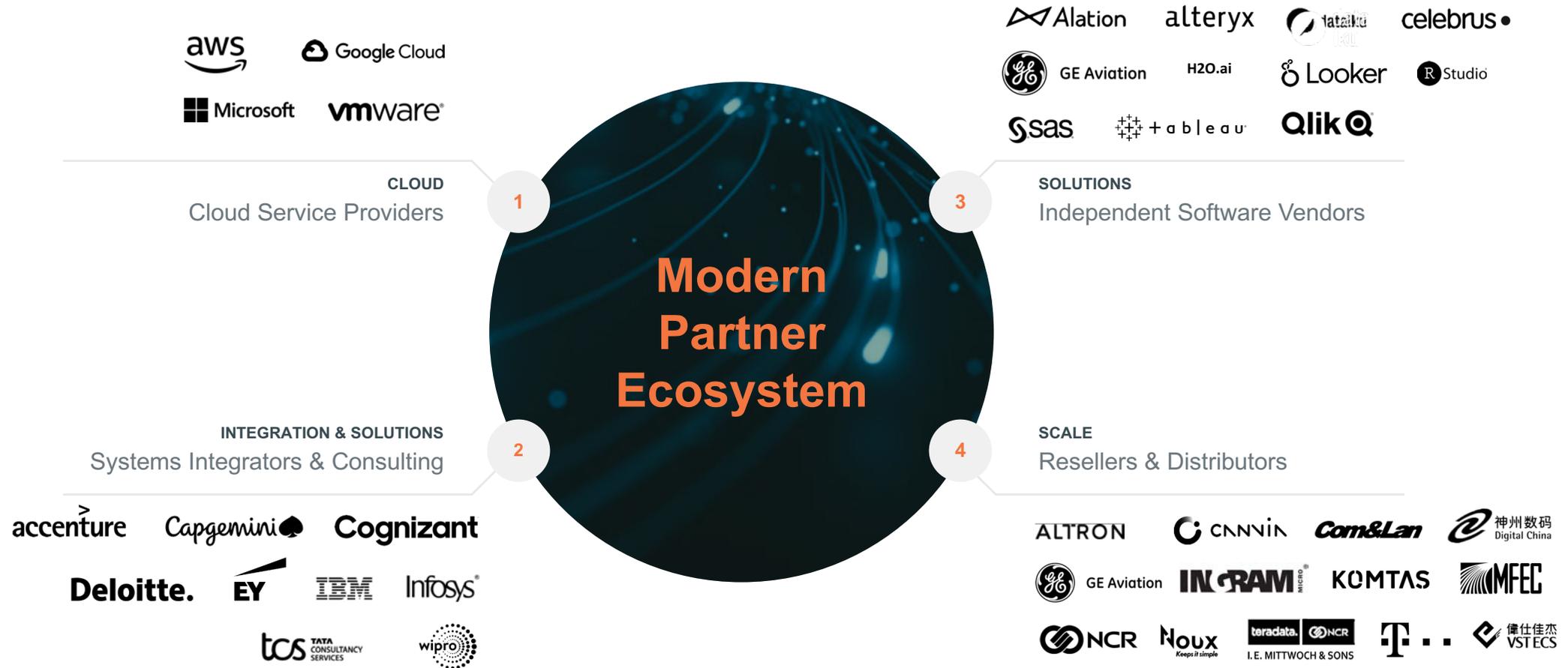




**John Higginson**

Chief Technology Officer  
Groupon

# Partners are playing a crucial role in our success



**We partner with cloud leaders**  
to help customers migrate smoothly  
to any cloud



**“ Helping customers across  
all industries make informed  
decisions that lead to better  
strategies and outcomes  
is at the heart of our  
collaboration with Teradata.**

— Erin Chapple, Corporate VP Azure Core, Microsoft

A professional headshot of Erin Chapple, a woman with dark hair pulled back, smiling warmly. She is wearing a dark blue blazer over a colorful patterned top. The background is a plain, light-colored wall.

**Erin Chapple**

Corporate VP, Azure Core  
Microsoft

We partner with Systems Integrators  
to help customers drive value

The Accenture logo, featuring the word "accenture" in a lowercase, sans-serif font with a stylized greater-than sign (>) above the letter 'u'.

accenture

“ Teradata has a trusted  
platform that can operate  
day-to-day with a clear path  
and vision on future  
technology development

— Yann Lepant, Managing Director, leading the  
data and AI practice across UK and Ireland



A professional headshot of Yann Lepant, a middle-aged man with short brown hair and glasses, wearing a light blue button-down shirt. He is smiling slightly and looking towards the camera. The background is a plain, light-colored wall.

**Yann Lepant**  
Managing Director  
Accenture

# Customers choose Teradata for **flexibility, de-risked cloud investments, and expertise**



## Flexibility & Agility

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Scalability in every dimension to meet strict SLAs

Elasticity

Multi-cloud and hybrid platform

4 different pricing options



## De-risking

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Rapid, low touch migration

Same code base

Dramatically reducing time to market & value



## Teradata industry & data expertise

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Re-usable assets e.g. data models, use cases, proven value generation

World class, experienced professional services

Operationalised analytics at scale

# We've forecasted CAGR Cloud ARR in excess of market growth rates\*



\* Teradata forecasts for fiscal 2022 through 2025. Various sources including IDC and Gartner.



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Thank you.

teradata.

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