



2013 Teradata Corporate Social Responsibility Report

Teradata's policies and processes to help our customers, community, and employees understand our past performance and continuing commitment to corporate social responsibility

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CEO Communication

(GRI 1)

Teradata Corporation continues to promote a culture of global sustainability within our organization and throughout our ecosystem of customers and business partners. As this year's report shows, we consistently advance our corporate social responsibility initiatives to enrich our community, environment, and customers' success.

In our extended community, we have aligned our Teradata Cares corporate giving strategy with "Data Philanthropy"—using data for public good. Through our partnership with the non-profit organization DataKind, we are helping to connect the volunteer data science community with the non-profit community. In November, Teradata was recognized by the White House Office of Science and Technology Policy and the Networking and Information Technology Research and Development Program for these efforts.

Teradata employees likewise contribute to our communities, and are encouraged to volunteer with local charities four days a year. In 2013, more than 8,000 employees completed 10,000+ hours of volunteerism. And during Teradata's annual "Days of Caring" in August, employees, families, customers, and partners volunteered over 2,500 hours to complete 125 projects with non-profit organizations around the world.

To advance our CSR efforts, Teradata continues its partnerships and memberships with several research, planning, government, and industry organizations that address global sustainability. We remain committed to advancing energy efficiency in data centers and business computing ecosystems through our membership in The Green Grid global consortium. For the fifth consecutive year, we completed and submitted our corporate carbon disclosure project. Each year, we measure how well we reduce our impact on the environment by tracking our recycling efforts as well as greenhouse gas emissions. As an example, over the last nine years, Teradata has reused more than 3,000 nodes and 16.2 petabytes of disks in 42 different countries. This past year, we achieved a 61.2% reduction in greenhouse gas emission intensity—well surpassing our five-year goal of 4% in just three years.

Looking more broadly at our business ecosystem, Teradata has made great strides in successfully supporting diverse suppliers nationwide since 2009 when we launched our commercial Supplier Diversity Program. By the end of 2013, we increased our spending with minority-owned businesses to 11.66% in both Tier 1 and Tier II spend, and hope to substantially improve our performance in 2014.

In our Teradata Labs, we continue to look for ways to improve the performance of our leading analytic data solutions, while lessening the impact of computing on the environment. We are pleased to report here the ways our innovation is delivering economic returns to our customers—all while enabling them to be more competitive in a data-driven business environment. From hybrid storage and very high-capacity disk drives to server virtualization, data compression, and efficiency improvements in our database, we are riveted on dramatically decreasing the consumption of energy and floor space. Our extensions to our range of purpose-built, workload-specific systems additionally deliver greater performance and efficiency to meet today's business analysis challenges.

This year, our company was once again recognized for our ethical behavior and global sustainability, from organizations including:

- **Ethisphere Institute**, which named Teradata one of the "World's Most Ethical Companies" for the fifth straight year.
- For the fifth consecutive year, **FSITE4Good** selected Teradata as a member in good standing of its innovative series of real-time indices designed to reflect the performance of socially responsible equities.
- For the fourth year in a row, Teradata was selected for the **Dow Jones World Index** and **North America Index** as one of the world's leaders in sustainability.
- For the fourth consecutive year, Teradata was named a member of the **CDI Sustainability Yearbook**.
- Teradata's **UN Global Compact Communication On Progress (COP)** again achieved the "advanced" designation this year, after becoming a formal signatory to the UN Global Compact in 2011, which pledged our commitment to ethical behavior and human rights.

TERADATA

TERADATA



This past year, Teradata's employees and our extended business ecosystem furthered a culture of corporate social responsibility. Looking ahead, we remain committed to fostering global sustainability practices in all aspects of our business operations, from our company-wide processes to the individual choices made by our employees. In 2014 and beyond, we hope to make even greater gains to separate the little bottom line—through our devotion for our planet, and with our customers.



Mike Koehler

Mike Koehler,
President and CEO,
Teradata Corporation

About This Report

This is the sixth edition of the Teradata® corporate social responsibility (CSR) report. The first was produced in 2009. The report describes the policies, processes and performance of Teradata Corporation to help our customers, community and employees understand our past performance and continuing commitment to CSR as we develop our plans for the future.

The information provided is a reflection of 2013 performance. At this time, our next report, based on our 2014 performance is planned for release in 2015. However, this schedule could be adjusted during 2014 and 2015.

The report also constitutes our Communication on Progress (COP) as a signatory to the UN Global Compact. For more information about the UN Global Compact, please visit www.unglobalcompact.org

The content and design of this report was derived from the Global Reporting Initiative's G3 Sustainability Reporting Guidelines. For more information about the GRI, please visit www.globalreporting.org.

1.0 Teradata

1.1 Our Mission

(GRI 4.8)

At Teradata Corporation, we strive to protect our environment. As such, we conserve natural resources while complying with all applicable local, national and international environmental health and safety laws. We endeavor to instill environmentally-aware practices throughout our operations, from our global corporate processes to the individual actions of our employees and others working on our behalf. We believe this is our social responsibility and that sustainable business practices are good for our world and are right for our business. Because of this belief, our company focuses its efforts on providing our customers with best-in-class products and services that are environmentally sustainable.

1.2 Our Company

(GRI 2.1, 2.2, 2.4, 2.6, 2.7, 2.10)

Teradata is a global leader in analytic data platforms, marketing and analytic applications, and consulting services. Teradata helps organizations collect, integrate, and analyze all of their data so they can know more about their customers and business and do more of what's really important. With 10,000+ professionals in 43 countries, Teradata serves more than 2,500 customers, including the top companies across all major industries: consumer goods, financial services, healthcare, automotive, communications, travel, hospitality, and more. An ethical and future-focused company, Teradata is recognized by the business media and industry analysts for technological excellence, sustainability and business value. Visit Teradata.com for details.

Teradata's primary social media channels include:

www.linkedin.com/company/Teradata

www.twitter.com/Teradata

www.facebook.com/Teradata

www.slideshare.net/Teradata

www.youtube.com/Teradata

Teradata focuses its efforts on three large and growing areas:

- Analytic data platforms, including workload-specific data warehouse and data appliance platforms, Teradata Data Warehouse software, Teradata Aster Discovery Platform, Tools and Utilities, and Teradata Unity multi-system management software.
- Integrated Marketing Management applications, including Integrated Marketing Applications and Analytics applications.
- Analytic Applications Services, including Consulting and Customer Services

Integrated Data Warehousing

Data warehousing is the process of capturing, storing, and analyzing data to gain insight. This process is built on an enterprise data warehouse, which is a single, centralized application-neutral repository of an organization's current and historical data. Unlike its data warehouse competitors, Teradata data warehouses are built specifically for analytical processing rather than for transactional processing.

Unified Data Architecture™

In 2012, Teradata brought to market the Teradata Unified Data Architecture™, integrating the Teradata analytics platform, the Teradata Aster discovery platform, and Hadoop technology into a cohesive and transparent fabric. Teradata Unified Data Architecture™ bridges the gap between the business language of SQL, the extreme processing power of MapReduce, and the big data residing in Hadoop, to provide a unified, high-performance big data analytics system for the enterprise. Teradata Unified Data Architecture™ makes it easy to gain valuable insights from massive data sets. Users can ask any question at any time to unlock new and valuable business insights.

The "Teradata" workload-specific Platform Family has grown as its customers' business needs have grown and offers data warehousing platforms to meet customers' specific analytical and budgetary requirements. These platforms include:

Teradata Active Enterprise Data Warehouse (EDW)

As the foundation of enterprise intelligence and Integrated Data Warehousing, the Active EDW platform drives valuable information into a company's operations and to hundreds of front-line decision makers. It enables smarter, more connective decisions through near real-time information access and analysis, as well as predictive analytics on customer or business activity. This platform supports both long-running strategic and ad-hoc-running tactical queries. An Active EDW platform based on Teradata technology provides strategic and tactical intelligence throughout the enterprise.

The Teradata Active Data Warehouse Private Cloud provides virtualized resources, scalability, consistent performance, elasticity and self-service business intelligence.

Teradata Appliances

Every Teradata solution is workload-specific and designed to maximize the customer's return on investment, lower total cost of ownership, and deliver increased business value through a range of options, price points and features.



Teradata Data Warehouse Appliance

The Teradata Data Warehouse Appliance is cost-effective, ready to run, purpose-built, and fully integrated to expand your business.



Teradata Data Mart Appliance

Fully integrated, entry-level production data warehousing and data mart solution. Ideal for meeting rapid time to value data warehousing and data mart requirements.



Teradata Integrated Big Data Platform

Cost-effectively analyze massive amounts of deep data using this appliance. Delivered fully integrated, ready to run, and ready to grow with your business.



Teradata Aster Big Analytics Appliance

The industry's first unified big analytics appliance provides a powerful, ready-to-run big analytics and discovery platform that is pre-configured and optimized specifically for big data analysis.



Teradata Appliance for SAS®

Fully integrated system that is dedicated for executing SAS in-memory analytics. It is a complete, "all-in-one" dedicated analytics appliance with the pre-loaded SAS High-Performance Analytics Server software and the Teradata DBMS running on the same system.

Teradata® Database Software

At the heart of every Teradata Integrated Data Warehouse is the world-class Teradata Database. The massively parallel processing architecture that is the foundation of the Teradata Database spreads data evenly over a large number of units of parallelism, making the Teradata Database fast and powerful. Teradata systems are designed to evaluate the amount of resources that will be consumed for processing each query and to select an option that requires as few system resources as possible.

The flagship Teradata Database software is royalty-free by customers and industry analysts as a superior choice for analyzing data and processing increasing volumes and complexity of queries without compromising performance. Teradata's processing architecture, combined with our database software provides the foundation for our unique ability to support and manage a wide range of data warehousing functions. These functions range from reports to ad-hoc queries to data mining and simultaneous data loading, all from a single data warehouse that integrates data from across the enterprise to drive smarter, faster decision making. The Teradata Database software, which operates in the SUSE Linux operating system environment, delivers real-time intelligence for customers with capabilities and features, such as support for mixed workload, the ability to handle thousands of concurrent queries, robust and simplified system management, high system availability, event monitoring, and easy integration into the enterprise. Teradata also offers a software subscription program that keeps customers up-to-date on new product releases.

Teradata Aster Discovery Platform

Data analytics is now beginning to live at the heart of an organization—providing predictive information that enable companies to make smarter decisions. There is enormous competitive advantage to be gained from big data analytics, such as increase productivity and exponentially greater profits.

Data from web logs, social media, genomics, RFID and sensor networks, are collectively referred to in the media as big data and are much less easily grouped, and are present in exponentially great quantity.

The Teradata Aster MacReduce Platform is optimized for big data analytics, able to both store large volumes of data and to process rich analytic applications in-database. This platform uses a patented SQL-MacReduce framework so that any business intelligence tool that generates standard SQL or any business analyst that knows SQL can immediately invoke the power of data science without having to learn programming languages or new interfaces. This delivers breakthrough performance and scalability on large data volumes, the ability to process relational data side-by-side with digital data of multi-structured formats, ease of use for a new class of data science analytics and a choice of enterprise deployment options.

Teradata Tools & Utilities

These are a powerful set of tools and utilities that address the core data warehouse administration and database access needs. They incorporate industry-standard interfaces to help integrate a Teradata system into an enterprise and streamline the data warehouse management tasks that are commonly performed, such as moving massive volumes of data and accessing multiple data sources in parallel. These tools and utilities also assist in maintaining a high level of overall Teradata system performance.

Teradata Unity

As workload-specific platforms are added to the data analytics environment, they can introduce challenges to both IT and the business. Teradata Unity's automated management functions, architectural flexibility and enablement of diverse analytic capabilities allows organizations to embrace the full benefits of having more than one system. Teradata Unity also simplifies the tasks for database and system administrators of managing, monitoring, and controlling the Teradata Analytical Ecosystem.

Teradata Applications

Teradata provides Integrated Marketing and Analytics applications. Teradata software for marketing campaigns, campaign management and digital messaging, and a linked list of data management and decision support offerings, helps marketers advance the productivity and performance of their marketing organizations and improve customer relationships for competitive advantage. Teradata serves hundreds of customers, including 36 of the Fortune 100.

Analytic Applications Services

Teradata Consulting and Customer Services comprise Analytic Applications Services. Teradata's global consultancy supports the design and implementation of Teradata data warehousing solutions. From world-class patented methodology to services supporting strategy, Teradata consultants help with the financial justification, development, planning, design, implementation, support and enhancement of global enterprise data warehouses. They are experienced in data acquisition and integration services, business intelligence, Teradata applications, quality and testing, and a full range of database support services. Teradata also maintains five global Consulting Development Centers to provide customers a critical mass of Teradata resources to meet their needs.

Teradata offers a complete portfolio of services for growth support to architect, integrate, implement and support a company's data warehouse, business intelligence and analytics solutions. With 35 years of data warehousing experience covering more than 2,400 analytics implementations on a global basis, Teradata consultants provide consulting and support services for data warehousing, big data insight and discovery and integrated marketing and analytics applications.

Target Industries

Some industries such as financial services, communications, media and entertainment, travel, transportation and retail were strong early adopters of analytic data to drive business decisions. These industries continue to expand their use of Teradata products and services. As manufacturing, healthcare, government and public services, energy and utilities have embraced analytic data in more recent years, these industries have also come to rely on Teradata. Other industries that are strong adopters and will be represented among Teradata customers include insurance, life sciences, gaming and hospitality.

Market Leadership

Teradata has led the data warehousing market since its inception and counts among its more than 2,000 customers:

- Eighteen of the top 20 global telecommunications companies
- Fifteen of the top 20 global financial institutions
- Fifteen of the top 20 global retailers
- Fourteen of the top 20 travel and transportation companies
- Eleven of the top 20 in healthcare
- Eleven of the top 20 manufacturing companies

Well over a million users across a Teradata analytic platform or any given business day in almost every industry throughout the world, for precise and reliable intelligence to support business decisions.

Teradata's Industry Leadership

Teradata earned recognition for its sustainability efforts in 2013:

- Teradata was listed in the FTSE4Good Index for the second consecutive year. Teradata was independently assessed according to the FTSE4Good criteria and named a constituent of the FTSE4Good Index Series. Created by the global index company FTSE Group, FTSE4Good is an equity index series that is designed to facilitate investment in companies that meet globally recognized corporate responsibility standards. Companies in the FTSE4Good Index Series have met stringent environmental, social and governance criteria and are committed to capitalize on the benefits of responsible business practice.
- Teradata was listed on the 2013 Macleod's Climate Innovation Index.
- Recognized as a sustainable leader in the software industry, Teradata was again on the Dow Jones Sustainability North American and World Indices in recognition of its strong financial performance, environmental and social practices, and stakeholder engagement. Dow Jones ranked Teradata more highly than 86% of the companies in its category.

- Teradata was a contributing member of The Green Grid, a global consortium dedicated to advancing energy efficiency in data centers and business computing ecosystems.

- Teradata is a Signatory in the UN Global Compact, the world's largest corporate citizenship and sustainability initiative.

In 2013, Teradata was positioned as a business and technology leader.

Teradata was ranked on four Forbes Lists. It was #42 on the Forbes 2013 World's Most Innovative Companies. The list of Forbes 2013 World's Most Innovative Companies relies on investors' ability to identify firms they expect to be disruptive now and in the future. Teradata also was ranked #104 on the Forbes list of Global 2000, #124 in Profit and #106 in Market Value.

Teradata was also highly ranked by industry analyst firms:

- Teradata was named a leader in:
 - Data Warehouse DBMS Magic Quadrant issued by Gartner
 - Information Difference Data Warehouse Landscape Study
 - CRM Multi-Channel Campaign Management Magic Quadrant issued by Gartner
 - Marketing Resource Management Magic Quadrant issued by Gartner
 - Integrated Marketing Management Magic Quadrant issued by Gartner
 - The Forrester Wave™ Enterprise Data Warehouse issued by Forrester Research

Claraview, a division of Teradata, received a positive rating in Gartner's MarketScope for Business Intelligence and Information Management, North America.

Teradata was recognized for its product innovation and technology:

- **GOVtek Awards**

Teradata supports efforts to improve citizenship through the equitable and responsible remittance of taxes and fees to governing bodies. In 2013, Teradata earned a Govtek Solution Provider Award for Excellence in Industry and Government Collaboration for its ability to deliver a single view of the taxpayer through its Teradata Tax Compliance Solution.

- **The American Business Awards**

- The Teradata Aster Discovery Platform was named a winner in two categories of People's Choice Steven's Awards. The product won recognition for Favorite New Product of the year in the category of "Favorite Business Intelligence Software," as well as a second award in the category of "New Product or Service of the Year—Software, Business and Computing Intelligence Solution."
- Company of the Year Bronze—Computer Software—250+ Employees.

- **American Technology Awards**

The TechAmerica Foundation named Teradata Virtual Storage a finalist for the American Technology Awards.

- **CRM Watchlist**

Marketing is integral to customer-facing technology, purchasing and strategies. The Annual CRM Watchlist names companies whose software or services products or solutions drive social marketing and traditional tools like campaign management, email marketing, managing resource management and other communications. Teradata Applications was named one to watch on the CRM Watchlist for 2013.

Teradata is regularly acknowledged as a great place to work, by leaders in the communities where the company has a significant presence.

- Teradata was selected as the Business Leader of the Year by the San Diego North Chamber of Commerce in recognition of its demonstrated philosophy of giving and corporate social responsibility with a significant influence on the San Diego North County's health and well-being.
- In 2013, Teradata was named a "Best Place to Work" in San Diego, Los Angeles and in Ohio.

Teradata associates were given individual awards and recognitions in 2013:

- **NextGen Movers**

Tasso Argyros and Mayank Bawa were named to the Forbes list of 10 Rising Stars at Most Innovative Companies. The two founders of Aster Data Systems started the company as a research project at Stanford University and later sold it to Teradata. Argyros is now senior vice president for global product deployment and strategy. Bawa left the company in late 2013.

- **Hall of Femme**

Teradata's Chief Marketing Officer for Marketing Applications, Las Arthur, was named as one of the fifteen leading women marketing executives named by Direct Marketing News to its 2013 Hall of Femme.

- **The Green Grid**

Dr. David G. Wang, a data center architect was recognized by The Green Grid for his numerous contributions that have helped bring the resource efficiency organization to the Chinese data center industry.

Teradata won top honors in 2013 in prestigious award programs.

- **Ethisphere World's Most Ethical Software Companies**

Teradata was one of a record 145 companies on the 2013 list of The World's Most Ethical Companies. The Ethisphere designation recognizes companies that truly go beyond making statements about doing business "ethically" and translate those words into action. Honorees not only promote ethical business standards and practices internally, they exceed legal compliance requirements and shape future industry standards by introducing best practices today.



• Service Capability and Performance Certification Standards

For the eighth consecutive year, its Teradata Customer Service Global Support Center has been recognized for its world-class performance by achieving certification under the internationally recognized Service Capability and Performance Certification Standards. Teradata achieved certification after an extensive audit of service capabilities by Service Strategies Corporation, an independent rating organization and administrator of the standards program.

• White House Recognition

In recognition for its data pillar leadership in support of mission-driven organizations, Teradata was honored by the White House for leadership in bringing big data analytics to governments and non-profits.

Additional awards earned in 2013 include:

• Tableau Software Technology Partner Award

Teradata earned the Software Technology Partner of the Year Award from Tableau Software for performance and achievements.

• NetApp Innovation Award

Teradata was awarded a NetApp Innovation Award for visionary leadership in recognition of its courage to think differently about how IT can drive business.

• Consumer Goods Technology Awards

Teradata was named Best in Class for Business Intelligence and Demand Data Analysis Solutions by Consumer Goods Technology magazine.

• American Banker Award

Teradata was honored as the first winner for Data Management in the magazine's Innovation in Banking Technology Awards.

For the third year, Teradata was named to the Top 25 Enterprise Companies in financial technology by American Banker.

• Information Week 500

Teradata was included in the *InformationWeek* 500 for the sixth consecutive year. *InformationWeek* identifies the nation's most innovative users of information technology with its annual listing, and also tracks the technology strategies, investments and administrative practices.

Recognition for Teradata Customers

Some of Teradata's most innovative customers earned top recognition in 2013 for their use of Teradata analytic technology, applications and services:

• Asian Banker

The Enterprise Data Management Infrastructure of Taiwan Cathay United Bank, implemented by Teradata, won the "Best Data and Analytics Project" at the 2013 IT Implementation Awards presented by *Asian Banker* magazine. Taiwan Cathay United Bank built a single view for risk management and attached data mining for customer behavior analysis.

• Computerworld Honors

For the third year in a row, HCA was named as a Laureate in IDG's *Computerworld* Honors Program. The 2013 honor comes from the *Calendar Navigation Solution*.

• Constellation SuperNova Award

The Constellation SuperNova Awards recognize individuals for their courage in battling the odds to introduce disruptive technologies in their organizations. Two Teradata customers won accolades in the Data to Decisions category from the technology advisory and research firm. They are first place winner Portlan Cuba of McCain Foods and finalist Brad Donovan of GlaxoSmithKline.

• Data Strategy Awards 2013

Customer Trustee Mobile and Teradata were finalists for the 2013 Data Strategy Awards for Best Use of Email.

• Excellence.Gov Awards

The United States Air Force Global Combat Support Systems Data Services was named an Excellence.Gov Award finalist in the Excellence in Enterprise Efficiency category by the American Council for Technology and Industry Advisory Council.

• ML100 2013 Manufacturing Leadership Awards

Two Teradata customers earned top spots in the 2013 Manufacturing Leadership 100 (ML100) Awards. Manufacturing Executive, the global community for manufacturing leadership, named Cisco and McCain Foods winners in the Information Leadership category.

• Ventana Research Leadership Awards

Two Teradata customers earned Ventana Research Leadership Awards. The owner and manager of NACS-CAR Research's International Speedway Corporation was the winner for Marketing Excellence and Dutch landing and mobile telecommunications company KPN was named the winner for Customer Excellence.

• The Data Warehousing Institute

In the annual competition sponsored by The Data Warehousing Institute (TDWI) at the TDWI World Conference, three Teradata customers earned Best Practice Awards. Aircel, a mobile network operator in India, was named the winner in the Enterprise Business Intelligence category; telecommunications company Telcel Pakistan earned the honor in the Advanced Analytics category and the United States Department of Agriculture Risk Management Agency won the Best Practice Award in the Government and non-profit category.

Teradata Magazine

Teradata Magazine won several awards in 2013, including the 2013 Best of the Web Awards for editorial excellence. In 2013, Teradata Magazine was named a finalist in six categories: Special Supplement, Feature / Section Design, Single Article, Magazine Design / Single Issue B2B, Digital Magazine Edition and Cover Design B2B, Digital Magazine Awards, and Teradata Magazine Cover of the Year winner.

EPIC Awards

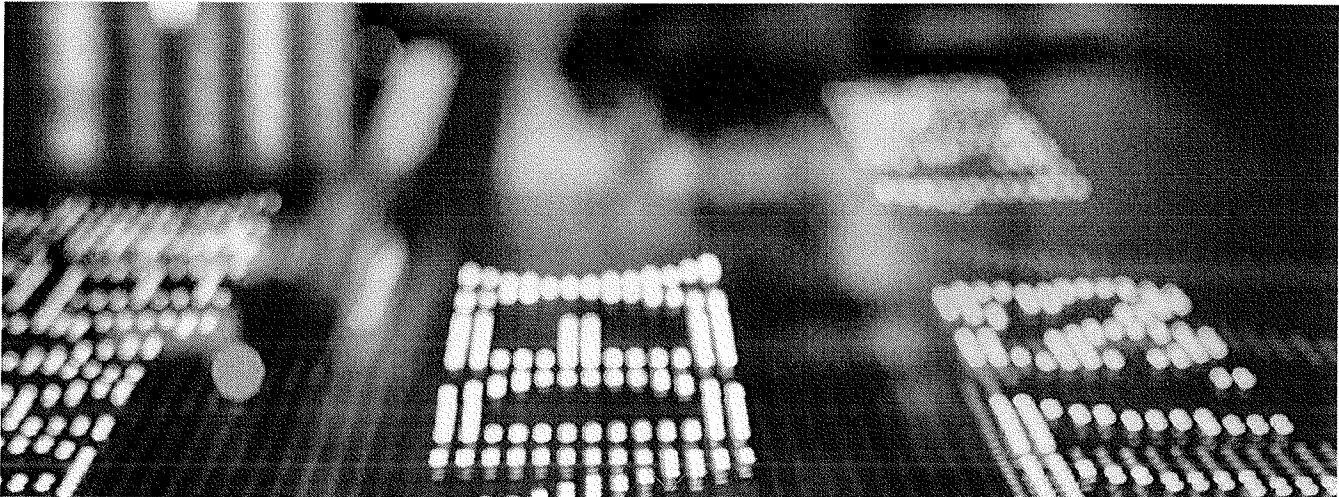
The Teradata EPIC Awards are issued each year to companies that have implemented best-in-class, innovative Teradata solutions resulting in significant contributions to their organizations' business goals, and to Teradata partners that have made outstanding business and technology contributions to Teradata and to its customers.

Teradata customers were awarded in new categories for their extraordinary innovation in use of data analytics to create competitive advantage. Teradata also recognized Independent Software Vendors and Systems Integrators for their efforts as partners in making outstanding business and technology contributions to Teradata and its customers. Nominations for Teradata EPIC Awards are evaluated by a panel of independent judges drawn from the business world, the technology industry, media, industry analysts and academia.

Additional information, including categories and winners, can be found at teradataepicawards.com.

APEX Awards

APEX Excellence Awards are given in recognition of innovative companies that best exemplify how Teradata's data-driven marketing solutions can be used to deliver measurable business results. The winning customers and partners were selected from among more than 1,500 high-performing customer and partner companies around the globe that use Teradata's market-leading Integrated Marketing Management solutions for data-driven marketing. They received their awards during Teradata Summit 2013. Teradata's annual marketing customer conference held each spring. Customers and partners were awarded for excellence in seven different categories. All nominations were judged by a panel that includes previous APEX award winners.



1.3 2013 Financial Performance

(GRI 2.8, ECI)

Teradata revenue in 2013 is \$3.632 billion, and operating income was \$582 million. Teradata's competitive differentiation is its leadership in technology and solutions. Teradata's ability to integrate technology to facilitate analysis of all types of data, and to integrate applications to enable more effective and efficient operations within and across organizations, fuels revenue growth and new customer additions.

For further financial information, please visit Teradata.com/investor.

1.4 Organizational Structure

(GRI 2.3)

The Teradata organization is led by a senior management team of leaders who bring an average of more than 20 years of industry-related experience to their positions. Their experience covers all aspects of the business, from engineering and sales to marketing and finance with considerable depth and focus on the data warehousing, enterprise data warehousing, and analytics business. Teradata's leaders set the strategic direction for the company and each member individually drives the results in their areas of expertise.

Teradata sales employees are responsible for direct sales in current and new accounts within a defined geographic territory. These individuals work collectively to engage in quality customer relationships and to promote the Teradata portfolio of products.

Global Consulting and Support Services provides client support from project management and high-end consulting to data modeling and business intelligence, as well as support to our customers all around the globe.

Our Research & Development and Product Management teams provide Teradata with software support and life-cycle development. Product Management employees also focus on developing a strategy to build Teradata products.

Corporate infrastructure depends on our core associates in finance, human resources, legal, information technology, marketing and operations. Infrastructure organizations provide support at both a corporate level and in the regions where Teradata does business, to ensure our engineering, sales and consulting organizations have the necessary resources and assistance to ensure success.

1.5 Teradata History and Development

(GRI 2.9)

Formed in 1979 as a Delaware corporation, Teradata's first product, the Teradata Database Computer, was utilized by Wells Fargo and AT&T, among others. Teradata established a relational database management system on a proprietary platform in 1984. In 1990, the company partnered with NCR Corporation to jointly develop next-generation database systems. In 1991, AT&T Corporation acquired NCR and, later that year, NCR purchased Teradata. In 1995, Teradata was merged into NCR's operations and ceased to exist as a separate legal entity.

In 1996, AT&T spun off NCR (including Teradata) to form an independent, publicly traded company. In 1999, NCR consolidated its data warehousing business into a separate Teradata operating division. Teradata continued to invest in extending the scope of its enterprise data warehousing solutions, including improvements to the company's industry-leading database software, ongoing development of new enterprise analytic software applications, and the provision of associated support and professional consulting services.

On October 1, 2007, Teradata completed its spin-off from NCR Corporation, and shares of its common stock began regular trading on the New York Stock Exchange (NYSE) under the symbol TDC. Teradata also is a constituent member of the S&P 500.

In 2014, Teradata will celebrate its 35th anniversary.

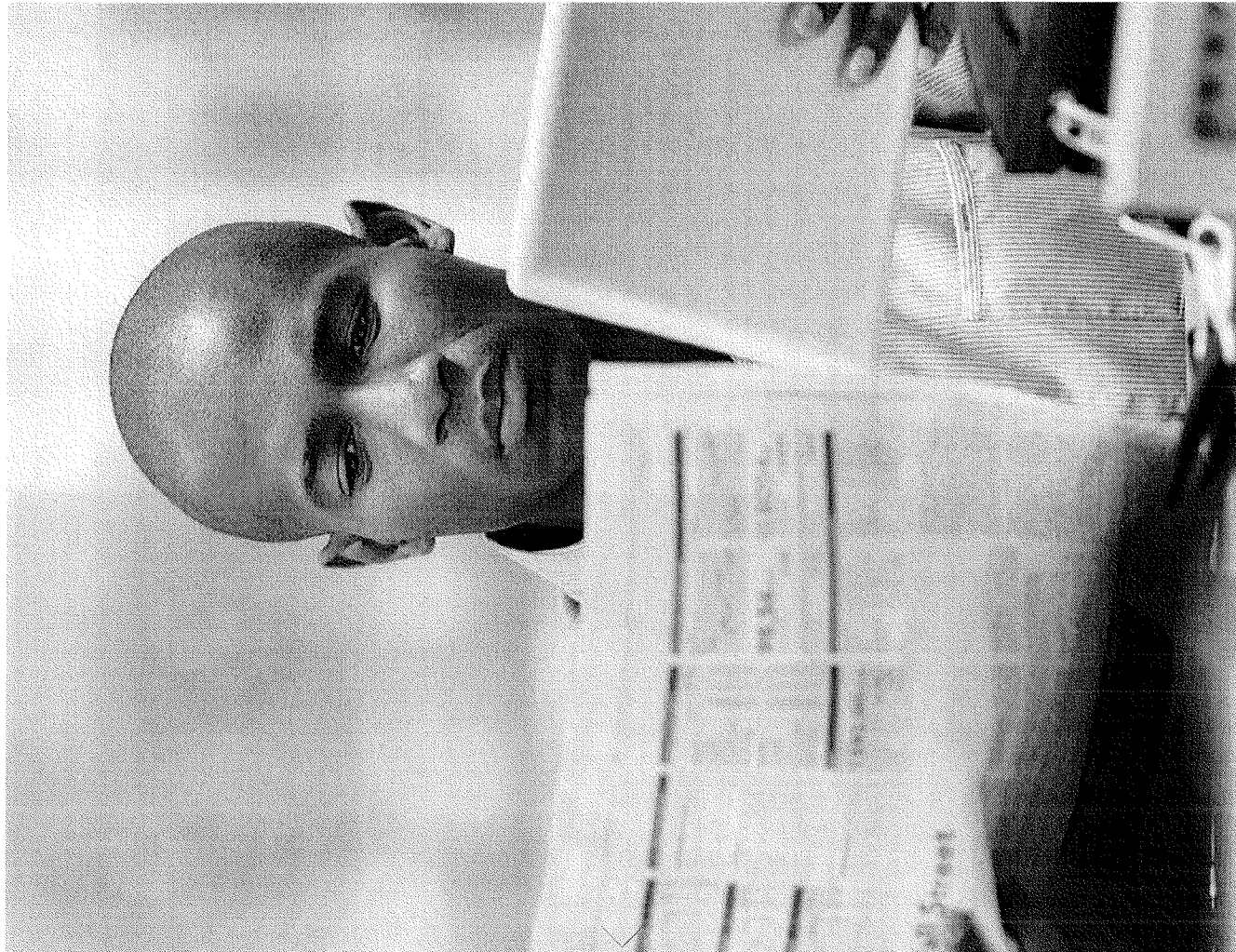
Teradata expanded its presence in the big data analytics marketplace to help customers harness the power of emerging big data with the 2011 acquisition of Aster Data Systems, now called Teradata Aster. Also that year Teradata acquired Aprimo, a leading provider of software and services that advance the productivity and performance of marketing organizations. Aprimo solutions enable marketers to engage, lead and perform by empowering conversations on new engagement channels, enhancing internal collaboration, and improving marketing performance and accountability. Aprimo, the cornerstone of Teradata's applications portfolio, acquired eCircle

in 2012. eCircle is one of the leading full-service digital marketing providers in Europe, providing cloud-based solutions for email, mobile and social media marketing and offers opt-in lead generation and email media solutions. In 2014, Teradata will complete the acquisitions of Aprimo and eCircle and merge the related integrated marketing management solutions under the Teradata brand.

Teradata Magazine



Teradata Magazine is a digital-only publication. Printing ceased in the fourth quarter of 2012 reducing cost, and eliminating paper and ink, the use of local fuels for printing and distribution, and consumer contributions to landfills.



2.0 Corporate Governance

(GRI 4:1-4.4, 4.6)

The Teradata Board of Directors is elected by the stockholders to govern the affairs of the Company. The Board selects the Leadership Team, which is charged with the conduct of the Company's business. Having selected the Leadership Team, the Board acts as an advisor to Leadership Team members and monitors its performance. The Board reviews the Company's strategies, financial objectives, and operating plans.

The Board also plans for management succession of the Chief Executive Officer, as well as other Leadership Team positions, and oversees the Company's governance and compliance efforts.

2.1 Board of Directors

The Board currently has nine Directors. Each Director meets the independence standards of the New York Stock Exchange. The current Chairman of the Board is not an Executive Officer of the Company.

The Board periodically reviews the size of the Board and determines whether any changes are appropriate, although it is the sense of the Board that five to ten directors is adequate. However, the Board is willing to increase its size in order to accommodate the availability of an outstanding candidate.

The Board, with input from its Committee on Directors and Governance, is responsible for periodically determining the appropriate skills, perspectives, experiences, and characteristics required of Board member candidates, taking into account the Company's needs and the current makeup of the Board. This includes assessment of the candidate's knowledge, experience and skills in areas critical to understanding the Company and its business, personal characteristics, such as integrity and judgment, and the candidate's commitments to the boards of other publicly-held companies. Each Board member is expected to ensure that existing and future commitments to other boards do not materially interfere with the member's service as a Director of the Company and that he or she decides the time necessary to discharge his or her duties as a Director of the Company.

2.2 Committees

Currently, there are four Board committees: Executive Committee, Audit Committee, Compensation and Human Resource Committee, and Committee on Directors and Governance. The Board believes the current committee structure is appropriate. From time to time, depending upon the circumstances, the Board may form a new committee or disband a current committee.

The Board appoints members of the committees on an annual basis. The Committee on Directors and Governance, with consideration of the desires of individual Directors and input from the Chief Executive Officer and Chairman of the Board, recommends to the Board the assignment of Directors to various committees. Vacancies in the committees will be filled by the Board, upon the recommendation of the Committee on Directors and Governance, with input from the Chief Executive Officer and Chairman of the Board.

Only independent Directors may serve on the Audit Committee, the Compensation and Human Resource Committee, or the Committee on Directors and Governance, and at least one member of the Audit Committee must have accounting or financial management experience, as defined by the U.S. Securities and Exchange Commission rules and/or as required under applicable New York Stock Exchange listing requirements. Additionally, a member of the Audit Committee may not sit on more than two other Audit Committees of other public companies, unless the Board determines that such commitments would not impair his or her effective service to the Company.

2.3 Conflicts of Interest, Standards of Conduct, Reporting, and Controls (GRI 416)

The Board determines on a case-by-case basis whether a conflict of interest exists with respect to Directors. Each Director must advise the Board of any situation that could potentially be a conflict of interest and will not vote on any issue in which he or she has any interest other than solely as a Director of the Company. Each member of the Board of Directors reviews and receives training on, and certifies his or her compliance with, the Company's Code of Conduct on an annual basis. As set out in its Charter, the Audit Committee reviews, approves, and monitors the Company's Code of Conduct initiatives and compliance, including as applied to all senior financial officers of the Company and all members of the Leadership Team; and oversees the Company's program for monitoring the Company's compliance with laws and regulations and the Company's ethical standards, including reviewing reports on all significant ethics and compliance matters and investigations. The Audit Committee Charter also details how the Audit Committee addresses matters related to financial reporting, independent accountants, audits, internal controls, risk assessments, and other reports and issues.

2.4 Shareholder Communications

Under the Teradata Bylaws, qualified stockholders may submit proposals to the Corporate Secretary in advance of the annual meeting of stockholders. In addition, stockholders wishing to communicate with the Audit Committee Chair or any of the Company's other non-employees Directors may do so by contacting the Corporate Secretary. The Corporate Secretary will forward any communications as directed by the stockholder.

Please see the Corporate Governance page of the Teradata website at Teradata.com (from the main web page select "About" then select "Corporate Governance") for more information about the Company's corporate governance standards and practices, including the Company's: Articles of Incorporation; Bylaws; Board member profiles; Governance Guidelines; Charters for each of the Board's Committees; Statement on Director Independence; Securities Transactions by Board members; Code of Conduct; and how anyone may communicate with the Board. In April 2010, the Board adopted a Compensation Recovery Policy, such that members of the Company's Leadership Team are subject to forfeiture of the difference between the compensation they receive and the compensation they would have received in the event that publicly-disclosed financial statements of the Company later are restated. Also in April 2010, the Board adopted Executive Stock Ownership Guidelines, which provide that members of the Leadership Team are expected to own at least a specified minimum number of shares in the Company, the specified number of shares varies depending on the executive's level/position; this initiative is intended to better align the interests of the Company's Leadership Team with those of stockholders and the Company's long-term success. Information concerning these two Board actions is publicly-available through the above-referenced Teradata Corporate Governance web page.

(GRI 413)

3.1 The Green Grid

Teradata is a contributing member of The Green Grid, a global consortium dedicated to advancing energy efficiency in data centers and business computing ecosystems. Dr. David Wang of Teradata is the Chair of the TGG-China Liaison work group. In furtherance of its mission, The Green Grid is focused on the following: defining meaningful, user-centric models and metrics; developing standards; measurement methods, processes, and new technologies to improve data center performance against the defined metrics; and promoting the adoption of energy efficient standards, processes, measurements, and technologies. Visit www.thegreengrid.org.

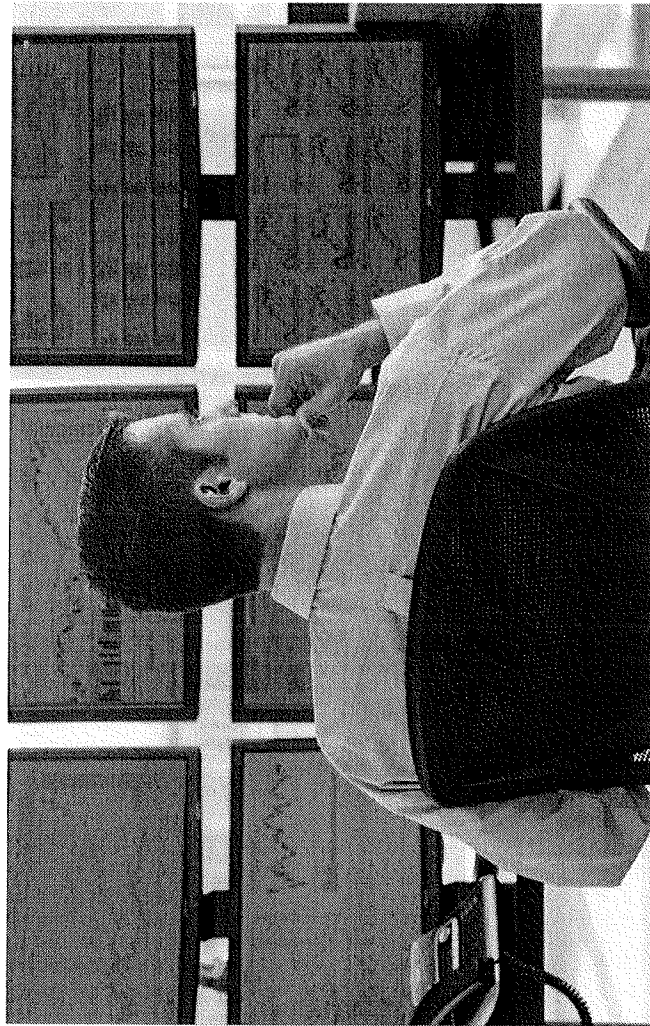
3.0 Industry Involvement

3.2 ASHRAE

We are a member of the Technical Committee TC9.9 of the American Society of Heating, Refrigeration and Air-Conditioning Engineers (ASHRAE). We support ASHRAE's mission to be recognized amongst all areas of the data-com industry as the unbiased engineering leader in HVAC and an effective provider of technical information for the data-com industry. Visit www.ashrae.org.

3.3 ITI

The Information Technology Industry Council (ITI) is the premier group of the nation's leading high-tech companies and is widely recognized as the tech industry's most effective lobbying organization in Washington, in terms of foreign capitals and the World Trade Organization. Teradata considers ITI membership important and essential to our electronic interference (EMI) compliance program and potentially to the product safety and environmental aspects of Teradata hardware products. Visit www.iti.org.



4.0 Human Resources

4.1 Overview

Our Human Resources organization is chartered with providing strategic global leadership to guide Teradata's efforts to build sustainable competitive advantage through our human capital strategy. Our human capital strategy is a strategic business goal and is aligned with Teradata's business objectives. The Human Resources organization is led by the Chief Human Resource Officer, who is a direct report to the CEO, and holds an important position within the Teradata Leadership. Our Chief Human Resource Officer is a female. The Human Resources organization is comprised of experienced leaders who drive global HR strategy and initiatives through Centers of Expertise, including compensation, benefits, staffing, HR operations, communication, and talent management, and HR business partners, who provide HR leadership to guide and support our business operations. The Americas and International regions, R&D, Global Consulting & Support Services and our infrastructure organizations have a dedicated HR Director to partner with them to execute HR initiatives. To support local business operations, HR consultants are located in our largest countries around the globe.

Teradata's HR strategy is not only to remain competitive in the global high tech employment market, but to be an employer of choice for our dedicated employees. Human Resources has implemented global policies and procedures that allow our employees and the business to operate in a compliant, safe, inclusive, and non-discriminatory environment. Additionally, we strive to provide a work environment where our passionate employees are encouraged and able to focus on our customers.

4.2 Employment

(GRI 2.5, 2.8, LA1, LA3)

At the end of 2013, Teradata employed more than 10,000 employees in 43 countries around the globe.

We are headquartered in the United States, and operate in three major regions of the world, with approximately 4,600 employees in the Americas region, approximately 3,700 employees in the Asia-Pacific-Japan (APJ) region, and approximately 2,400 employees in the Europe, Middle East, Africa (EMEA) region.

The nature of Human Resources work requires that the organization meet certain requirements to conduct proper employment practices around the globe. In the United States, we comply with all standards set forth by the Department of Labor (DOL). The DOL provides employment laws and standards for operating a business in the United States. To ensure legal compliance, Teradata Human Resources follows all applicable laws and standards mandated by the DOL.

Outside of the U.S., Teradata maintains relationships with the following agencies to ensure proper work and employee practices while operating in other countries:

- **European Union (EU)**—The EU has worked with companies in Europe to establish overarching agreements that apply to business operations and managing employees. Teradata Human Resources complies with these laws and standards while operating in European Union countries.
- **Workers' councils** found in countries around the world—Representation requirements of workers' councils vary with each foreign country. Teradata Human Resources works with local workers' councils within country entities as required to maintain a positive relationship with employees and with the countries in which we are operating.

4.3 Employee Turnover

(GRI LA2)

Teradata emphasizes the importance of low employee turnover by reviewing this data on a regular basis. Beyond the statistics, Teradata makes sufficient efforts to meet the needs of all employees. However, when an employee decides to separate from Teradata, an exit interview is conducted. This process allows Teradata to acquire valuable feedback from employees. Teradata uses this information to assess employment conditions within the company to further its efforts to meet employee needs.

4.4 Collective Bargaining Agreements

(GRI LA4)

Teradata maintains compliance with local country regulations regarding collective bargaining and has recognized unions and/or workers' councils in those countries where union/worker representation is the traditional employment model.

4.5 Employee Communications (GRI LA5)

Communications to all associates is via email and via the Teradata company-wide intranet. An internal business collaboration site extends associates' ability to share information. Regular and consistent web-based broadcasts by CEO Mike Kahler and other members of the leadership team keep associates informed on strategies, business updates, product launches and other information. These meetings include an open Q & A period and also provide for private feedback or questions. These meetings are recorded so they can be viewed on demand by associates. In addition, department heads host regular meetings with their teams to facilitate sharing of information to and by associates to keep associates apprised of corporate developments. Teradata's internal communications goals are to keep associates informed about the company through regular communications and to involve and engage associates through open dialogue and collaboration.

4.6 Career Development

(GRI LA10)

Teradata operates a global organization dedicated to providing training opportunities to both Teradata management and employees. Teradata Learning formats include instructor-led training (delivered globally), web-based training, facilitated distance learning (combination of self-paced and virtual classroom), and virtual workshops and webcasts. Employee have access to numerous resources that help enable their success. Extensive learning opportunities are offered for employees through Teradata University, an online learning resource unique to Teradata. Teradata University is a dedicated learning management system (LMS) that provides 24/7 access for every employee to content-related, certification-specific, or personal improvement opportunities. Course materials enhance knowledge of Teradata products and services, competitive trends and analysis, methodologies, processes, tools, partner solutions and products, product management, professional skills, internal and external communications, and technical skills.

Through this program, Teradata provides a cross-functional certification program that supports industry standard certifications. In 2013, Teradata employees completed 356,161 courses for a total of 52,167 training hours.

4.7 Tuition Assistance (GRI LA10)

Providing education and development opportunities for employees is an important priority for Teradata. Aside from internal professional development, Teradata offers a tuition assistance program for eligible employees. In addition to the considerable number of educational opportunities provided through Teradata University, the company may provide financial assistance towards college or graduate-level education that supports both Teradata's business priorities and the development of business-critical skills or knowledge for Teradata employees.

National Merit Teradata Scholarships

Not only do we offer tuition assistance to employees, but we provide tuition assistance and scholarships for their children as well. Every year, Teradata provides scholarships to children of Teradata employees who are selected as National Merit Scholarship winners. Students enter this academic competition in the fall of their junior year of high school by taking the Preliminary Scholastic Aptitude Test/National Merit Scholarship Qualifying Test (PSAT/NMSQT). Since 2008, 16 national merit scholarships have been awarded by Teradata.

Teradata International Scholarship

Teradata supports children of our international employees through Teradata International Scholarships. The college grants are given in recognition of students' academic achievements and significant contributions to their communities. Children of Teradata employees working in Africa, Asia, Canada, Europe, Japan, the Middle East, or South or Central America are eligible if they are completing secondary school and entering university. Scholarship winners are chosen by an independent selection committee that considers academic achievements and records, school or extra-curricular activities, community and volunteer service, as well as the response to an essay question. Since its inception, 14 international scholarships have been awarded by Teradata through the program.

4.8 Leadership Development (GRI LA11)

Management development is an important part of Teradata's culture for emerging leaders. It is an ongoing process that includes:

- Preparing annual succession plans that focus on the identification and development of potential candidates for critical leadership positions.
- Consciously developing future leadership through on-the-job activities, mentoring, special projects, and rotational assignments.
- Providing specific management development programs through Teradata Learning, including a highly specific learning curriculum for managers and rising leaders. This program includes an inventory of management and leadership styles, 360-degree review by subordinates, peers, managers, and highly focused leadership sessions. The curriculum enables managers and rising leaders to fully understand the Teradata vision and charter, and adapt it to their own specific businesses and sub-organization culture.

4.9 Performance Management Process (GRI LA12)

All employees participate in the annual Performance Management process, which is an ongoing process to enhance individual and organizational performance through the monitoring, measuring, reporting, and rewarding of performance. It's what connects the work of the business, the team and the individual employee to the company's vision, mission, and strategic objectives.

Performance Management information is provided to guide employees in this collaborative process between the individual and their manager. Our performance management process is driven by effective objective setting, ongoing dialogue captured in quarterly reviews, and an annual review summary that assesses an individual's overall accomplishments against business and development objectives. Employees are provided overall guidelines related to their role in the Performance Management process, to assist their annual preparations and further their success.

4.10 Diversity (GRI LA13)

Teradata's shared Values form the foundation of our business relationships with each other, our customers, our partners and our suppliers. They define a global, consistent framework within which we conduct business. We use Teradata values to direct our behavior and guide our decisions as we strive to achieve our business objectives.

Integrated into our Values is Teradata's commitment to diversity. Teradata complies with laws governing discrimination, but goes beyond compliance to focus on inclusion of the rich backgrounds our employees provide. Teradata is firmly committed to growing and fully leveraging diversity in all aspects of our business. We create an environment where differences are valued, supported and encouraged. And we believe in the power of diversity. That's because we've seen what happens when people from diverse backgrounds and experiences combine their unique talents to unlock bold new ideas. At Teradata, we value the unique qualities, abilities and perspectives each person brings to solving customer business problems. With our Teradata guiding principles as a foundation, we build working relationships based on trust and respect that extend to our customers, partners, suppliers, and the communities in which we live and work.

We believe in understanding and respecting differences among all people. This concept encompasses but is not limited to human differences with regard to race, ethnicity, religion, gender, culture, and physical ability. Teradata is committed to being a globally inclusive company where all people are treated fairly, recognized for their individuality, promoted based on merit, performance and opportunities and encouraged to reach their full potential.

Every individual at Teradata has an ongoing responsibility to respect and support a globally diverse environment.

- We are engaged in building and nurturing a diversity-friendly, inclusive environment, one that seeks out, welcomes and values diverse people, diverse thinking and diverse solutions for our business. Teradata recognizes several Business Resource Groups as part of its diversity environment. **Business Resource Groups (BRGs)** encourage employees to enhance their leadership and professional skills through educational and cultural opportunities within the company and/or the community. These globally-chartered affinity organizations are supported by Teradata and provide a number of benefits to the business:
- Assistance with recruiting and retaining diverse employees.
 - A resource pool of committed, engaged associates.
 - Representation of Teradata as an involved community citizen.
 - Assistance with language and cultural support for customers, business partners and other employees.
 - A source of educational information on diversity topics.
 - A focused communication channel for constituency issues.

The following BRGs are currently active at Teradata:

Asian/Pacific American Association for Advancement, Teradata, Inc. (4A—Teradata)

A partnership focusing on Asian/Pacific Islander issues and dedicated to promoting and fostering a work environment that advocates the full participation and values the diversity of Asian/Pacific American associates of Teradata.

Hispanic Association of Teradata Employees (HISPA-Teradata)

A partnership focusing on Hispanic issues and creating a constructive, diverse workforce in preparation for corporate and community leadership.

Teradata Alliance of Black Employees, Inc. (TABE)

A partnership focusing on developing a strong support structure for Teradata employees of African descent. This is accomplished by identifying resources and support networks which enhance

Veterans Echelon of Teradata Inc. (VET)

A partnership with veterans, active reservists, and veteran supporters, focused on hiring and transition issues for returning military and leveraging skills developed while in the military.

Women of Teradata (WT)

A partnership focusing on women's issues in Teradata, dedicated to enhancing women's careers, understanding, knowledge and personal growth. Open to women and men who support development of women within Teradata.

Supplier Diversity Program

Teradata recognizes the need for and the benefits of sourcing and stimulating the growth of Small Businesses, Minority, Women and Veteran-owned business enterprises (diverse suppliers) and, consequently, has adopted a proactive policy of promoting the use of such businesses as sources of supply. Teradata believes that by including diverse suppliers in our sourcing strategy adds value to our business by providing us with a competitive advantage which allows us to invest in the economic success of disadvantaged businesses across the country. We further encourage our suppliers to work with qualified diverse suppliers as often as possible to fulfill our contractual needs and further promote the success of such diverse businesses. Teradata believes that by having this approach in sourcing will develop stronger communities where we live and where we work, and thereby creating a solid foundation for supplier diversity success across the nation. As stated by Teradata's President and CEO,

"It is Teradata's policy to ensure that Small Businesses, Minority-owned, Women-owned, and Veteran-owned businesses are sought to participate as suppliers, contractors, and subcontractors of goods and services to Teradata, and comply with regulatory agency requirements and with federal, state, and local procurement regulations and programs..."

In October 2009 Teradata launched the company's commercial Supplier diversity program—a complement to Teradata's already active government supplier diversity program. Since this program has been implemented Teradata has made great strides in the successful utilization of diverse suppliers nationwide by growing the spend percentages to 115% by the end of year 2013 in both Tier I and Tier II spend and hopes to substantially improve our program and performance in 2014.

4.11 Employee Ethics and Compliance Training (GRI HR3, SO2, SO3)

Teradata shows its commitment to integrating ethical business practices throughout the Company's global workforce by offering various ethics and compliance learning opportunities, requiring certain amounts, levels, and subject-matter of ethics and compliance training, and audited hours of ethics and compliance certifications from all employees, officers, Leadership Team members, and Board members. These communications, training programs, and certifications focus on the Company's shared values, desired Behavioral Qualities, compliance with laws, requirements, compliance with policy requirements, Code of Conduct commitments, environmental, health and safety compliance, respect for human rights, commitments and practices to avoid and eliminate corruption, and, how to relate ethics and compliance concerns and questions, and report potential ethics and compliance violations, including through a third-party-administered whistleblower Ethics Helpline without fear of retaliation and with the ability to do so on a confidential and/or anonymous basis. They also expressly cover the Company's standards of conduct and requirements of all Teradata people to avoid, address, and not tolerate any forms of discrimination, harassment, or retaliation and includes training regarding sexual harassment/discrimination and non-discriminatory Performance Management practices and compensation planning for managers.

All newly-hired employees (including employees of companies newly-acquired by Teradata) are oriented to the Company's shared values, desired Behavioral Qualities and Code of Conduct as a part of the Company's onboarding process. They must complete the Company's Code of Conduct training module shortly after their employment start-date for merger dates for employees of newly-acquired companies). Upon their completion of that module, they must certify that they have read, understand and will comply with the Company's Code of

Conduct. And, they must disclose all potential conflicts of interest they may have. In addition, all Teradata employees, individual staff contractors, officers, Leadership Team members and Board members are required to complete a supplemental Code of Conduct training and certification module on an annual basis. The Company's online Code of Conduct training modules critically include, information on key ethics and compliance areas that are the most relevant to Teradata; state-of-the-art/best-practices video-audio scenarios; question/answers; and links to the Company's Code of Conduct, Ethics Guides, and Ethics Helpline.

All employees of the Company also are required to complete mandatory periodic environmental, health and safety compliance training. All managers and facilities coordinators also are required to complete more-advanced periodic environmental health and safety compliance training. Employees who deal with government contracting and government-officials/representatives in the United States are required to complete periodic training on, and certify compliance with, supplemental ethics and compliance requirements that apply to those subject-matters. Employees who deal with non-U.S. transactions or matters that involve non-U.S. government-officials/representatives, officials/representatives of governmentally wholly-owned or partially-owned enterprises, officials/representatives of public international agencies, or book-keepers and records for non-U.S. transactions; payments are required to complete additional training on, and certify compliance with, supplemental ethics and compliance requirements that apply to those subject-matters. These include compliance with the U.S. Foreign Corrupt Practices Act, the U.K. Bribery Act, and other anti-bribery, anti-corruption and anti-money-laundering policies and laws. Employees who deal with imports, exports or distributions of technologies and information that are subject to export, anti-boycott or embargo laws or restrictions also are required to complete additional training on supplemental ethics and compliance requirements that apply regarding those subject areas. Additional ethics and compliance training programs are presented to Company employees at various team meetings and to various subject-matter-focused audiences on a continuous basis. Members of the Company's Leadership Team, next-level Leadership Council, Law Department and financial controls organizations also receive periodic ethics and compliance training on key subject-matters that are relevant to their roles and heightened responsibilities.

In conjunction with the subject areas noted at two, as well as several other key ethics and compliance subject areas, the Company Ethics and Compliance Office publishes an action-oriented, specific Code of Conduct Supplemental materials. These are referred to as "Ethics Guides." These Ethics Guides are used in the Company's ethics and compliance training programs and are available to all employees from the Company's employee web site.

The Teradata Values and Code of Conduct document and Teradata Ethics Guides themselves include, and are used as, learning and training aids. In addition to stating the Company's shared values, desired behavioral qualities and standards of conduct, these documents include explanations of why those values, behavioral qualities and standards apply; answers to frequently asked questions; real-world-based scenarios and guidance, readings and warnings signs; a listing of the Company's ethics and compliance processes; details on how employees can raise ethics concerns and questions and report suspected violations through a variety of channels (including through a toll-free and online Ethics Helpline that can be used on a 24/7 confidential and anonymous basis), and information about the Company's policy of not tolerating any retaliation against employees who raise issues or make violation reports in good faith. The Teradata Values and Code of Conduct document emphasizes personal and corporate integrity and exemplifies the Company's commitment to integrity, ethics and compliance in all words, decisions and actions of the Company and its people. It also reinforces that Teradata people should ask questions and obtain guidance before acting if they have any doubt about whether something they propose to do might violate the Company's Code of Conduct. Company policies for the law.

Teradata ethical standards and commitments are set and reinforced from the top of the Company and are communicated and applied to all managers, team leaders, employees, and business partners. The Company's Values Statement and Code of Conduct document includes "zero-tolerance-top" messages from the Company's Chief Executive Officer and the Chairman of the Board of Directors. The Company's Chief Ethics and Compliance Officer is a member of the Company's leadership council and has direct access and reporting responsibilities to the Company's President and Chief Executive Officer. An Audit Committee of the Board of Directors, and General Counsel, Managers, team leaders and Leadership Team members are held to even higher ethical standards and

scrutiny, and all executives have additional obligations under the Company's Code of Conduct to set, maintain, reinforce, and exemplify a pervasive culture that reflects the Company's commitments to integrity, ethics, and compliance.

Managers are required under the Company's Code of Conduct to consider integrity, ethics, and compliance in all performance evaluations and decisions regarding hiring, retention, compensation, equity-grants, and promotion of employees. Managers are provided with ethics and compliance tools so they may have reinforcement discussions and learning sessions with employees, such as regarding real-world scenarios and lessons learned discussions resulting from the Company Ethics and Compliance Office's periodic distribution to management of "Ethics in the Headlines" summaries, and such as discussions resulting from the Company Ethics and Compliance Office's periodic distribution to management of thought-provoking Ethics Guides and other "Ethics Alert" Ethics and compliance reminders and reinforcement messages frequently also are included in the Company's employee e-newsletters, employee web sites, fact-off meetings, leadership council meetings, and "town-hall" meetings and webcasts. The toll-free telephone number for the Teradata Ethics Helpline appears on most Teradata employee identification badges and mention of that fact typically is included in the Company's Code of Conduct training programs, so all employees will have, and know they have, access to the Company's ethics and compliance guidance and reporting resources at all times.

For 2013, more than 11,600 Teradata people (employees plus individual staff contractors and members of the Board of Directors) received ethics and compliance training, including anti-discrimination, anti-harassment, security, environmental health and safety, training, for over 50,000 person-hour of ethics-and-compliance-related training during the year (i.e., an annual average of ethics-and-compliance training of more than 5 hours per person). Much of this training is done through "Teradata University," the Company's global learning program and platform. During 2013, Teradata employees and contractors completed a total of more than 155,000 Teradata University courses for a total of more than 592,000 person-hours of Teradata University training (an average of 14 courses per person for the year and an average of 53 hours of training per person for the year). In recognition of the quality and effectiveness of its implementation

of its compliance training, during 2011 Teradata received the Kadan Engineering Knowledge Summit Achievement Award as the top company globally in the category of "Compliance" training and communications.

Ethosphere World's Most Ethical Companies

For each of the past five years, Ethisphere Institute has named Teradata one of the "World's Most Ethical Companies." The independently-assessed criteria for this recognition includes the following: Corporate Citizenship and Responsibility; Corporate Governance; Innovation that Contributes to the Public Well Being; Industry Leadership; Executive Leadership; and Tone from the Top; Legal, Regulatory and Reputation Risk Record; and Internal Systems and Ethics Compliance Program. Teradata has achieved this recognition based on performance assessments for the 2009, 2010, 2011, 2012 and 2013 calendar years. As we move forward, Teradata remains committed to meeting or exceeding the high standards established by these ethics criteria in all of our operations throughout Company and across the world.

4.12 Conflict Minerals Policy

During 2013 and continuing thereafter, Teradata adopted a Conflict Minerals Policy. Teradata excludes that policy to itself and its supply-chain with respect to Teradata-branded hardware products and their components. As set forth in that policy, Teradata has given an report, and has taken actions, to oppose and condemn the illegal conflict violence, extortion, corruption, forced-labor, child labor, human trafficking, sex-based crimes, gender-based crimes, genocide, social abuses, environmental abuses, and other human rights violations and atrocities in or adversely affecting the Democratic Republic of the Congo (DRC) Region of Africa. Teradata also has condemned and opposed those who, directly or indirectly, perpetrate, commit, contribute, or finance the DRC Conflict through, or involving, the mining, extraction, handling, transport, trade, smelting, refining, supply or sale of "Conflict Minerals." Conflict Minerals are ores of tin, tungsten, tantalum and gold, including their derivatives such as cassiterite, columbite-tantalite, coltan and wolframite (also commonly referred to as "3TG" Minerals). Through its policy, Teradata prohibits the inclusion in its hardware products and their components of Conflict Minerals known to have originated from the DRC Conflict or its perpetrators. Teradata requires that reasonable country-of-origin, supply-chain-tracking, and other due-diligence steps be taken to assure that all Teradata

hardware products and components will be ethically and verifiably determined during 2014 to be free from Conflict Minerals that come from the DRC Conflict or its perpetrators. Through this policy and the actions required of Teradata and its supply-chain for Teradata-branded products as a result of that policy, Teradata also has declared its support for goals, laws and initiatives that affectively respect and protect human rights and the environment, and foster supply-chain integrity, ethics, compliance, accountability and sustainability. The Teradata Conflict Minerals Policy is publicly-available online through Teradata.com (from that main web page, select "About", then select "Corporate Social Responsibility", then select "Teradata Conflict Minerals Policy", or select "Teradata Conflict Minerals Policy" from the direct link Teradata.com/corporate-social-responsibility).

4.13 UN Global Compact

In 2011 and continuing through the present, Teradata became a formal signatory to the UN Global Compact. This report also constitutes the Teradata Communication On Progress (COP) that is a part of our obligation as a signatory to the UN Global Compact. For 2012 and 2013, the Company's UN Global Compact COP achieved the "GC Advanced" designation. Teradata also is a member of the EthicalSource Council, the Business Ethics Leadership Alliance (SELLA), the Society of Corporate Compliance and Ethics (SCCE) and the Ethics & Compliance Officers' Association (ECOA), and has aligned its Code of Conduct, Ethics and Compliance program initiatives, and related policies, procedures, and Ethics Guides with standards and best practices from those organizations and with the criteria for nomination to and selection for the Ethisphere "World's Most Ethical Companies" listing and the Dow Jones Sustainability Index listing.

The UN Global Compact's ten principles in the areas of human rights, labour, the environment and anti-corruption enjoy universal consensus and are derived from:

- The Universal Declaration of Human Rights
- The International Labour Organization's Declaration on Fundamental Principles and Rights at Work,
- The Rio Declaration on Environment and Development
- The United Nations Convention Against Corruption



By accepting the principles of, and becoming a signatory to, the U.N. Global Compact, Teradata embraces, supports and enacts, within our sphere of influence, a set of core commitments in the areas of human rights, labour standards, the environment and anti-corruption, as follows.

Human Rights

- **Principle 1.** Businesses should support and respect the protection of internationally proclaimed human rights; and

- **Principle 2:** make sure that they are not complicit in human rights abuses.

Labour

- **Principle 3.** Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

- **Principle 4:** the elimination of all forms of forced and compulsory labour;

- **Principle 5:** the effective abolition of child labour; and

- **Principle 6:** the elimination of discrimination in respect of employment and occupation.

Environment

- **Principle 7.** Businesses should support a precautionary approach to environmental challenges;

- **Principle 8:** undertake initiatives to promote greater environmental responsibility; and

- **Principle 9:** encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

- **Principle 10.** Businesses should work against corruption in all its forms, including extortion and bribery.

4.1.4 Teradata Code of Conduct (GRI 4.8)



Teradata integrates ethical business practices throughout the Company, its global workforce and with respect to its supply-chain and other business partners by adopting, publishing, communicating, and training based on a written Code of Conduct.

All Teradata people (e.g., employees, independent staff contractors, officers, and directors) and all Teradata entities (e.g., the parent company, as well as all Teradata subsidiaries, affiliates, branches, business groups, and teams) worldwide are subject to the Teradata Code of Conduct. In addition, Teradata has adopted numerous subject-matter-specific policies and procedures, as well as subject-matter-specific Code of Conduct supplements, known as "Ethics Guides", apply to all Teradata people and all Teradata entities that deal with those subject matters and provide more particular guidance and details on standards of conduct relevant to those subject areas.

The Teradata Code of Conduct and the Company's related policies, procedures and Ethics Guides include: duties to respect human rights and employment/labour rights and laws; commitments and practices to avoid, eliminate and have zero-tolerance for corruption; commitments to environmental, health and safety standards, laws and regulations; and, how to raise ethics and compliance concerns and questions, and report potential ethics and compliance violations, without fear of retaliation and on a confidential and anonymous basis. They also expressly cover the Company's standards of conduct and requirements of all Teradata people to avoid, address, and have zero-tolerance for any forms of illegal or improper discrimination, harassment and retaliation against anyone.

At a high level, our Code of Conduct commitments are:

1. We conduct business ethically and in compliance with our Code of Conduct and Policies.
2. We seek guidance and report concerns and violations.
3. We respect others.
4. We comply with laws.
5. We compete fairly.
6. We avoid conflicts of interest.
7. We protect assets.
8. We protect data.
9. We keep accurate records.
10. We apply our Code of Conduct and Policies consistently.
11. We do the right thing—always.

Teradata also has adopted the standards of conduct established by: the Electronic Industry Citizenship Coalition (EICC) Code of Conduct; the United Nations (UN) Global Compact (as noted above); the International Labour Organization (ILO); the Organization for Economic Co-Operation and Development (OECD) Guidelines for Multinational Enterprises; the International Chamber of Commerce (ICC) Rules of Conduct to Combat Extortion & Bribery; Rules on Combating Corruption, Guidelines on Agents, Intermediaries and Other Third Parties; and Guidelines on Whistleblowing; the Online Privacy Alliance; and, the U.S.-EU Safe Harbor Framework for privacy protection for cross-border data flows. Teradata has embedded the key principles that underlie these standards into the Teradata Code of Conduct and the Company's related policies, procedures, and Ethics Guides. Among other things, these standards and principles require and reinforce our commitments to: respect for human rights; commitments and practices to avoid, eliminate and have zero-tolerance for corruption; respect for the environment; sustaining resources; and, that no form of illegal or improper discrimination, harassment or retaliation by Teradata people, suppliers or other business partners will be tolerated by the Company.

Under the Teradata Code of Conduct for Suppliers, the Company's supply-chain vendors must commit to and certify compliance with the principles set out in the Teradata Code of Conduct and the EICC Code of Conduct with respect to all of their Teradata-related dealings. Such a vendor may make this commitment and certification through a written pledge, through their own at-least-assessing code of conduct, agreeing to such in their responses to Teradata Requests-for-Proposals (RFPs), or agreeing to such in a contract with Teradata.

By adopting the principles of the EICC Code of Conduct and applying them to itself and its supply-chain, Teradata also supports and enacts, within its sphere of influence, a set of core electronic/hardware industry commitments regarding labor, health and safety, the environment, ethics, and management systems, regarding the following:

Labor Standards

- Freely-chosen employment
- Child labor avoidance
- Working hours
- Wages and benefits
- Humane treatment
- Non-discrimination
- Freedom of association

Health and Safety Standards

- Occupational safety
- Emergency preparedness
- Occupational injury and illness
- Industrial hygiene
- Physically demanding work
- Machine safeguarding
- Sanitation, food and housing

Environmental Standards

- Environmental permits and reporting
- Pollution prevention and resource reduction
- Hazardous substances
- Wastewater and solid waste
- Air emissions
- Product content restrictions

Ethical Standards

- Business integrity
- No improper advantage
- Disclosure of information
- Intellectual property
- Fair business, advertising and competition
- Protection of identity
- Reasonable sourcing of materials
- Privacy
- Non-retaliation

Management System Elements

- Company commitment
- Management accountability and responsibility
- Legal and customer requirements
- Risk assessment and risk management
- Improvement objectives
- Training
- Communication
- Worker feedback and participation
- Audits and assessments
- Corrective action process
- Documentation and records
- Supplier responsibility

During 2015 and continuing thereafter, Teradata went a step further with regard to compliance—assurance for its supply-chain by deploying an automated third-party due-diligence screening database tool and associated processes. These help further assure that Teradata suppliers and other third parties with whom Teradata conducts, or proposes to conduct, procurement business, as well as resellers and distributors, do not have records or red-flags for corruption or other ethics and compliance violations, or unacceptable or changing levels of corruption. Teradata also continues, as it has for years, to screen buyers, their reseller and distributor partners against various automated “name-parties-listings” tool to help assure compliance with export, import, embargo, boycott and other trade laws and regulations. Thus, Teradata’s

engagement regarding suppliers and other third-parties with respect to ethics and compliance goes beyond merely having a supplier code of conduct, as it includes affirmative duties and undertakings by the third-party and due-diligence and screening by Teradata to help assure compliance.

The Teradata annual all-employee Code of Conduct training and certification module for 2013 focused on respect for human rights and included information about our Conflict Minerals Policy and our commitments to comply with the principles of the UN Global Compact (see www.unglobalcompact.org/abouttheGC/TheTenPrinciples/index.html) and the principles of the EICC Code of Conduct (see www.eicc.info/eicc_code.shtml).

Thus, Teradata’s standards of conduct for its employees and supply-chain participants extend beyond what is expressly stated in the Teradata Code of Conduct to include global ethical business and industry standards.

Under the Teradata Code of Conduct, various Teradata entities, business organizations and teams also may adopt supplemental standards of conduct and related policies and procedures, but they must be at least as stringent as Teradata global entry-wise rules ones and must comply with all applicable laws and the underlying principles embedded in our global Code of Conduct. This enables and empowers Teradata entities and teams to establish organization-specific specific and location-specific standards of conduct that are even higher than the Company’s global policies and procedures.

As summarized in more detail in the section above, the Company implements extensive training and communications related to its Code of Conduct and related policies, procedures and Ethics Guides. Our Code of Conduct and Ethics Guides themselves include various best-practices learning aids. The Teradata Code of Conduct is available to anyone at all times through the Teradata website at Teradata.com (from the main web page select “about” then select “Corporate Governance” then select “Code of Conduct” or select “Code of Conduct” from this direct link, Teradata.com/corporate-governance). The Code of Conduct and related policies, procedures and Ethics Guides are available to all Teradata employees at all times through the Company’s internal employee web sites. And, as set out in the Code of Conduct document, anyone

can contact the Teradata Ethics and Compliance Office or other identified resources including the Company’s always-available multilingual Ethics Helpline, to report a Code of Conduct violation or other ethics and compliance violation, or to raise a Code of Conduct ethics or compliance issue, question or request at any time.

Teradata regularly, globally, and systematically audits, monitors, and reviews the compliance of its entities with the standards of conduct established by the Company’s Code of Conduct and related policies, procedures, and Ethics Guides. It utilizes internal-controls personnel and internal auditors to verify such as well as external independent auditors where appropriate. Through or in coordination with the Teradata Ethics and Compliance Office, Teradata conducts inquiries and investigations into all instances where potential compliance exceptions have been reported or otherwise have been identified as a result of auditing, monitoring and reviewing for controls and compliance, including those regarding environmental, anti-fraud, anti-bribery, anti-corruption, conflicts of interest, human rights, and import, export and anti-boycott compliance, as well as other forms of financial-related and non-financial-related potential misconduct.

The Teradata Ethics and Compliance Office periodically reviews the status and handling of all such matters, as well as the programmatic aspects of the Teradata Ethics and Compliance initiative, with the Teradata Ethics and Compliance Committee. The Teradata Ethics and Compliance Committee is comprised of members of the Company’s Leadership Team and Ethics and Compliance Office, including the Chief Executive Officer, the Chief Financial Officer, Chief Legal Officer, Chief HR Officer, and Chief Ethics and Compliance Officer. This committee determines for all significant inquiries and investigations if a violation has been committed, what disciplinary actions will be imposed and what remedial actions should be taken to prevent recurrences. The Chief Ethics and Compliance Officer makes such determinations for all routine and non-significant matters on an interim basis and reviews the results with the Ethics and Compliance Committee. The status, handling and determinations for all inquiry and investigation matters, as well as the programmatic aspects of the Company’s Ethics and Compliance initiative, audit orally are periodically reviewed by the Audit Committee of the Board of Directors.

4.15 Teradata Values and Qualities

The Teradata shared Values are broad core principles that are used to guide all Teradata people and all Teradata teams in all of their Teradata-related acts, decisions, and words. These high-level values and the actionable desired behavioral Qualities that arise from them, foster harmony and a company culture that not only comports with legal and ethical standards, but additionally help Teradata achieve its other business objectives and aspirations. Where our Code of Conduct or related policies, procedures, or Ethics Guides do not address a particular issue, Teradata people are instructed to use our shared Values and desired Qualities for directional guidance in determining the right thing to do. Our shared values and desired Qualities therefore serve as foundations for our Code of Conduct commitments, and are included in the Company’s Values and Code of Conduct document (link provided above).

The Teradata shared Values also serve as the basis for the overall direction of the Company and as evaluation criteria for the Company scorecard and its Leadership Team, collectively and individually, not merely with respect to ethics and compliance, but with respect to developing and running the entire business, and with respect to establishing and maintaining the culture of the Company. They are to be imbedded in and underlie everything done and acted to be done at Teradata.

The Teradata shared Values are:

INTEGRITY—We are committed to the highest standards of integrity and ethics. At Teradata, we do the right thing—always.

PEOPLE FOCUS—We believe our employees distinguish us. We respect individual differences and strive to build a supportive work environment.

OPEN, TRUST-BASED ENVIRONMENT—We strive to create an environment of openness and trust within Teradata and with our customers, partners and suppliers.

CUSTOMER DEDICATION—We are passionate about our customers and their success with our solutions.

RESPONSIBILITY—We demonstrate responsibility in all aspects of our business endeavors. We are committed to the communities where we work and live.

INNOVATION—We foster an environment of continuous innovation to deliver greater value to our customers.

The Teradata desired Qualities arise from the Teradata shared Values and help translate the directional guidance provided by our Values into a list of actionable characteristics that are sought from all Teradata associates, teams, and business partners. They reflect the types of behaviors Teradata stands for, strives for, and expects of all Teradata people. These Qualities apply not merely with respect to ethics and compliance matters, but with respect to everything Teradata people do in connection with the Company.

Our desired behavioral Qualities are:

Trust

Excellence

Respect

Achievement

Dedication

Accountability

Teamwork

Attitude

Teradata and its people are committed to applying the Teradata shared Values and exemplifying our desired Qualities in all of their Company-related decisions, words, and conduct.

**4.16 Public Policy
(GRI 505, SO6)**

During 2022 and continuing to the present, the Company adopted a new Political Activities Policy Statement. Through it, the Company reinforces and declares its commitment to being a responsible corporate citizen, while also complying with applicable laws and related regulations regarding the use of corporate resources in connection with political activities. The Company generally encourages its employees to participate in permitted political activities where they live and work, provided such activities only occur in an individual and private capacity, and not on behalf of the Company. In furtherance of these principles, the Company's political activity policy now provides that the Company and its affiliates

will not make political contributions, or use any corporate funds or assets, for any candidate or political parties, including Campaign Committees and funds, caucuses, independent expenditure committees, or special interest groups engaged in lobbying activities. It further provides that employees who engage in partisan political activities, including the election process, must do so solely on their own behalf and not on the Company's behalf, time or premises.

As noted elsewhere in this report, Teradata also has public policy positions and action with respect to Conflict Minerals, the principles of the UN Global Compact and the principles of the BICG Code of Conduct.

5.0 Quality

**5.1 Teradata Quality System
(GRI PR1, PR5)**

Delivering solutions and services that provide value to our customers is critical to Teradata's ongoing success. A key component in the value we bring to our customer is the quality of our solutions and services. In support of this, everyone in Teradata has a shared responsibility to ensure that their daily activities deliver quality to the next step in the process and, ultimately, to the end customer.

Teradata is committed to providing solutions and services that meet or exceed customers' expectations, are free of defects, comply with all applicable standards and regulatory requirements, and offer greater value than those of our competitors. Teradata will ensure that product and process standards (ISO, CMMI), certifications, and registrations are achieved; that quality initiatives are leveraged and integrated, and that environmental health and safety legal requirements are achieved, resulting in material improvements to the total business system. We will utilize and continually improve our global business processes as a means of delivering outstanding customer value.

Teradata also holds suppliers accountable for meeting performance expectations in terms of quality, cost, delivery, integrity, environment, and innovation to consistently meet our customer's requirements.

The Teradata Quality Management System is comprised of key processes, measures, and controls required to fulfill the intent of the Quality Policy, which is to:

- Consistently meet or exceed the quality expectations of our customers.
- Continuously improve processes that allow all employees to do their jobs right the first time.

Teradata's Program Realization Process is a comprehensive process overseeing all program activities, from the conceptual stage through lifecycle management. Its purposes is to:

- Involve all necessary corporate functions/organizations at the right time.
- Require management decisions at appropriate points.
- Provide a framework of order and parallelism to sustain Teradata's portfolio management while ensuring faster time to market and the highest quality.

Formal process management methods (fully documented with measures and improvement activities) are used to maintain this process as well as other business and quality processes within Teradata.

5.2 Carnegie Mellon-SEI/CMMI Institute Partner Network

Teradata is a general member of the SEI/CMMI Institute Partners Network and an SEI/CMMI Institute Advisory Board Member. The Partner Advisory Board provides guidance and support to the SEI and CMMI Institutes regarding its direction and activities. The Carnegie Mellon Software Engineering Institute (SEI) and CMMI Institute work closely with organizations, industry, and academia to continually improve software-intensive systems. Their core purpose is to help organizations improve their software engineering capabilities and to develop or acquire the right software, defect free, within budget and on time, every time. Visit www.cmmiinstitute.com.

6.0 Stakeholders

(GRI 414-417)

Teradata has always reached out to its most important assets—its stakeholders. These include but are not limited to: customers, investors, employees, suppliers, the different communities in which we live and the organizations that support these communities.

6.1 Customers

Our customers allow us to exist because of their trust in our company and their valuable feedback. They are the industry powerhouses that are outpacing their competitors. They join with our partners to form a worldwide collaborative network connecting every industry, market, and geography with application-specific expertise and proven best practices. Teradata actively seeks partnerships with other leading innovators in software, technology, and integration services to provide customers with end-to-end analytic solutions.

Via a series of integrated processes, we have been helping our customers make the best decision possible throughout the life of the product. These best-in-class processes include but are not limited to:

- World-class, passionate professional and customer service associates, coupled with the Teradata Global Support Center, an interactive Teradata @ Your Service website, software updates on demand, and the Teradata Education Network.
- The PARTNERS Users Group has been formed for technical education to support the business community by sharing information related to data warehousing, business applications, and big data analytics. The members are encouraged to not only utilize existing technology to advance technology and its positive impact to businesses but also identify opportunities for technical development and application to address new concerns in the industry.

The activities primarily occur during the annual PARTNERS Users Group Conference & Expo, which is held in a major city in the U.S. each year. The organization was formed as a non-profit corporation in 1997. Within the Partners User Group are the following subgroups:

- **PARTNERS Steering Committee.** The Partners Steering Committee is the leadership team for the Partners User Group. The Steering Committee provides guidance, communication and feedback to Teradata senior management on issues relating to Teradata and data warehousing. Members communicate via monthly conference calls and attend three face-to-face planning sessions per year. The Steering Committee is instrumental in planning, organizing, and executing the world-class annual Teradata PARTNERS User Group Conference & Expo.
- **Teradata Applications Product Advisory Council.** The Teradata Applications Product Advisory Council provides advisory input for product development direction to Teradata Applications, including Relationship Manager, Marketing Operations, Demand Chain Management, Supply Chain Intelligence, and Teradata Warehouse Miner. Teradata Applications PAC consists of license holders and end-users who come together to provide insight into new business strategies, processes, and functionality with an eye towards adding business value to the Teradata's customer focused Applications. www.teradata-partners.com/partners-user-group/teradata-applications-product-advisory-council
- **Product Advisory Council (PAC).** The Product Advisory Council (PAC) is an advisory group that provides input to Teradata on the product direction for Teradata PDBMS along with related products and platforms. The PAC also has the responsibility for soliciting input for product improvements by processing Enhancement Request (ER) forms from Teradata customers. The PAC determines the validity and value of an ER and, if appropriate, makes a recommendation to Teradata to include the ER in their future planning.

The PAC is sponsored by the Partners Steering Committee. The PAC membership is made up of representatives from Teradata Large Systems customers and is currently limited to fifteen (15) members. The PAC members are asked to serve a minimum of one year on the council. Teradata representatives from Marketing, Product Management, Engineering, and Support/Field act as advisors to the council. www.teradata-partners.com/partners-user-group/product-advisory-council

- **The Service Focus Team (SFT).** The Service Focus Team is a committee of the Partners User Group that works closely with Teradata on issues related to support services and other areas that fall beyond the scope of product enhancements. Members represent the concerns of Teradata customers by serving as catalysts for service improvements, providing ongoing feedback to Teradata and the Partners Steering Committee. www.teradata-partners.com/partners-user-group/service-focus-team

- **Unified Data Architecture Product Advisory Council (UDA PAC).** The Unified Data Architecture Product Advisory Council (UDA PAC) is an advisory group that provides input to Teradata on issues relating to Teradata and Analytics Data Solutions, specifically related to "big data". UDA PAC members represent a broad spectrum of industry disciplines, including retail, travel, finance, insurance, and communications. The UDA PAC represents the valuable voice of the customer, providing client questions, suggestions, and concerns directly to the Teradata Labs team. UDA PAC acts as a conduit to make the customers heard as a unified group with a vested interest in direction, functionality, and services. Sponsored by the Partners Steering Committee, the UDA PAC is made up of representatives from existing Teradata customers. Currently limited to six (6) members, the UDA PAC members are asked to serve a minimum of one year on the council.

- **Customer Interaction Management Product Advisory Council (CIM PAC).** CIM PAC provides advisory input for product development direction to Teradata Aprimo analytical applications. The CIM PAC consists of license holders and end-users who come together to provide insight into new business strategies, processes, and functionality with an eye towards adding business value to the analytical applications.

- The Teradata PARTNERS User Group Conference & Expo provides business and IT professionals with educational sessions, exposure to new products and solutions, and networking opportunities to advance the data warehousing, business applications and big data analytics disciplines. Customers share best practices and noted keynotes provide forward thinking insight. The PARTNERS Conference provides an opportunity to network with colleagues, industry experts and visionaries from around the globe.

- Teradata uses its customer satisfaction program to provide each account team with performance scores and commentary from their customers. Furthermore, the company uses the feedback from customers obtained via questionnaires to provide Teradata management guidance into positive areas that can be leveraged and negative areas that need improvement. When a questionnaire is completed, results are sent to the account team for review and action, where appropriate. Each quarter, results are reviewed by marketing research, and aggregate results and recommended actions are presented to the Teradata leadership team and area leaders.

- Aprimo has multiple forums by which customers are able to provide feedback on product and processes within the company. First we have a series of formal meetings that include: Aprimo Marketing Summit, Customer Advisory Board, User Groups by vertical. Aprimo Product Customer Focus Groups and the Aprimo Analytical Product Advisory Council (AAPAC). We also allow customers to provide feedback directly to our product team via a scheduled meeting with their account rep and a representative from the product development team. Finally, customers are able to provide feedback at various touch points with Aprimo through an online survey administered by Mindshare Technologies. Some of the touch points include: Contract Signing, Implementation, Design Sign-off, Customer Care Handoff, Quarterly Review, (Customer) Fiscal Year End, and a quarterly Overall Satisfaction survey.

- Teradata Aster gets strategic input on product services, and support from its customers throughout the year via questionnaires and product review calls. In addition, there is an annual customer advisory Board (CAB) meeting conducted in conjunction with PARTNERS where a large number of Teradata Aster customers are in attendance.

6.2 Investor Relations

Teradata is committed to serving the best interests of its shareholders. Teradata's investor pages, located at Teradata.com, enable investors to find key shareholder information and financial reports, which can help build Teradata Corporation's financial performance into perspective.

6.3 Shareholder Communication

Stockholders are encouraged to communicate with the Audit Committee Chair or any of the company's other non-employee directors by contacting Teradata's Corporate Secretary at 16000 Innovation Drive, Dayton, OH 45324. The Corporate Secretary will forward any communications as directed by the stockholders.

5.4 Employees

We believe our people around the globe who dedicate their time and talents to Teradata and who are so passionate about our customers' success are key to our continuing success. Employees are Teradata's most valuable asset. This includes all individuals employed by Teradata, both regular full-time and part-time individuals. At Teradata we know it's our people that make us great. We are committed to keeping employees informed through regular communications from leadership and by providing them with open channel to provide feedback. In addition to encouraging ongoing feedback from employees, we participate annually in local and national employee engagement surveys to give management a view of our workplace culture. As ongoing support for our virtual workforce, we created Workplace Connection, a dedicated website that provides virtual employees with direct links to the information, tools, and tips that allow them to work effectively "anytime, anywhere."

To attract the passionate professionals of the future, Teradata maintains contact with colleges and universities globally to recruit new graduates. In the U.S., we recruit from a number of University of California campuses, the University of Southern California, and Stanford as well as nationwide from leading schools such as the Miami University (Ohio), University of Georgia, University of Indiana, James Madison, Drexel and University of Texas - Austin. Internationally, we attract new hires from universities such as Jawaharlal Technological University and Mumbai University (India), Ateneo de Manila University (Philippines), Copenhagen Business School (Denmark), Universita Politecnica di Milano (Italy), and Universidad Tecnológica Nacional (Argentina).

During 2013, Teradata was recognized as one of the Best Employers in Ohio, Los Angeles and San Diego.



7.0 Teradata Cares

(GRI 501)

At Teradata, it's the people who make our company great, and their commitment to excellence extends far beyond the company. Teradata Cares, the Teradata Community Relations program, administers all of Teradata's community investment programs and is committed to building strong and vibrant communities, improving quality of life and making a positive difference where we live and work.

In 2013, Teradata Cares announced a new strategic giving focus for our company. Because our corporate emphasis is on data analytics—through platforms, applications and services—we are committed to helping our customers drive results through data. Our new corporate focus, therefore, aligns our core mission and capabilities with Data Philanthropy - using data to understand and help the world's citizens for public good. You can learn more about Teradata's commitment to community, strategic giving focus and employee engagement at Teradata.com/community-relations.

7.1 Teradata: Doing Good With Data™

Teradata understands that businesses are using data, big data and data analytics, to optimize their performance and drive a competitive edge. Non-profit organizations, on the other hand, often lack the funding or capacity to exploit the volumes or new forms of data that are readily at hand. They can't afford specialized data scientists who are experts at evaluating and analyzing data. And this is where Teradata believes it can help.

To bring this initiative to life, Teradata identified DataKind as a key partner in their data for good movement. DataKind is a non-profit organization that brings together volunteer data scientists with high-impact social organizations, civil society groups, or NGOs to explore the power of using data to better serve humanity. They accomplish their work through DataDrives or DataCorps projects and Teradata partnered with them in 2013 on several key initiatives.

In July, together with DataKind UK, we sponsored our first DataDrive in London. DataDrives are weekend events that bring the data science community together with the non-profit community to tackle tough data problems in just a short period of time. The event brought together 100 data volunteers and helped to benefit four organizations: Oxfam GB, Help Age International, Community and Voluntary Action, Tameside, and Hampshire County Council. In November, we sponsored our second DataDrive with DataKind US in New York City benefiting Amnesty International, Crisis Textline, UN MyWorld Survey and the NYC Mayor's Office of Data Analytics.

Teradata also signed on to help with two DataKind DataCorps projects. The DataCorps volunteer team of elite data scientists will work with social organizations for 3-6 month collaborations to clean, analyze, visualize, and otherwise make use of data. Teradata has pledged their support for The Mission Continues, an organization which guides veterans to service projects, education and employment and Medic Mobile, an organization working to improve health in underserved communities.

In November of 2013, Teradata was honored to be recognized by the White House Office of Science and Technology Policy and the Networking and Information Technology Research and Development (NITRD) for its efforts to build partnerships that transform the use of analytics for the greater good of society. Teradata was recognized for bringing the power of data analytics to high-impact social charities around the world so they can better serve the needs of their clientele. Through an established partnership with DataKind, Teradata is helping assist non-profit and non-governmental organizations by producing solutions to their urgent and strategic data challenges.

Visit DataKind US or DataKind UK to learn more about these organizations.

Teradata Cares at Events

In addition to projects near their homes, Teradata leverages customer events to provide not only our employees but also our customers and partners. At the Teradata PARTNERS User Group Conference held annually in various cities, projects are completed to support those local communities.

In 2013, Teradata employees, partners and customers joined together for a literacy event benefiting local Dallas, Texas schools. Attendees built 25 backpacks, 25 rocking chairs, 24 benches, assembled 200 backpacks with new school supplies and donated 8,000 new books to the Dallas community schools. At the 2013 Teradata Universe, our European customer conference, Teradata Cares supported Specialisone, an organization working to enable jobs for people with Autism. Through combined Teradata and customer donations, Specialisone received over \$10,000 in support of their inspiring mission.



Teradata employees, partners and customers work together adding smiles to a local school library in Dallas.

Celebration of Caring Awards

In 2008, Teradata Cares launched its "Celebration of Caring Awards". Teradata employees are nominated annually for their personal involvement in helping to improve the quality of life for others. The Celebration of Caring Awards recognize and honor Teradata employees whose volunteer efforts best exemplify dedication to the well being of the people in their communities. In addition, the charities that our winners support also receive a grant from Teradata.

2013 Celebration of Caring Award Winners

2013 Americas Employee of the Year—Nicole Cline, Marathon, Florida

Nicole has been volunteering for Precious Paws Rescue, Inc. since 2002 and serves as a foster home for rescue animals. Nicole has volunteered over 2600 hours, and has personally fostered over 200 dogs, averaging between 20 to 50 foster dogs per year. As one of the founding

volunteer members, Nicole is so passionate about this organization that she assisted with the legal paperwork required to establish Precious Paws as a non-profit organization. Her volunteer time is spent taking animals to veterinary appointments, counseling potential adopters, advocating for spay and neuter programs, performing home assessments for potential foster and adoptive homes, and working on the Precious Paws website.

2013 International Employee of the Year—Srinivas Rao, Hyderabad, India

Srinivas has served as a Teradata Cares Champion in Hyderabad since 2008. He continues to raise the bar every year and inspires employees in India to give back through a variety of causes. He has coordinated blood drives, organized a scholarship program for students who could not meet college expenses, and led fundraising for families in need. His leadership was instrumental in "Take the Staircase Campaign" encouraging employees to be fit by taking the stairs and reducing power consumption by not using elevators. "Rasa" funds for Thalassemia society through "Jute Bag Sale" promoting the use of jute bags, which are environmentally friendly and "Dyes & Canvas Sale" promoting the handmade work of mentally challenged children. His passion for helping others is contagious and his drive and determination to give back is an inspiration for all.

2013 Team of the Year—Phool Nagar Project Team, GCC Islamabad & Lahore, Pakistan

When employees in GCC Islamabad & Lahore learned of the Phool Nagar School, they started planning for a joint project. The school provides free education to underprivileged children at Kot Bhakht Khan and adjacent villages.

The Teradata Cares team spent time collecting statistics, understanding the educational landscape of the area and planning for activities with the children because the trip cannot be made frequently. The trip to Phool Nagar School is a four hour trip one way from both locations Islamabad & Lahore. Approximately 500 families live in this village and the volunteers spent time talking to the families and encouraging them to send their children to school. Donations such as sports items, books, stationery, chocolates, educational and learning toys were collected for the children and delivered to the school. The team spent the day playing games with the children, motivating teachers and affirming the importance of education and job planning. The team plans to have an ongoing volunteer relationship with Phool Nagar School in the future.

2013 Office of the Year—Atlanta, Georgia

In 2013, volunteer efforts by Atlanta office employees helped benefit thousands of lives. The Atlanta office has enjoyed a longstanding relationship with North Fulton Community Churches and has supported them annually with their two largest events: Back to School Fair and Adopt-a-Family holiday program. For the Back to School Fair, Teradata was the primary financial sponsor and Teradata employees helped out by providing and sorting donut holes, stuffing backpacks, and then distributing backpacks to over 1500 children in need. Their participation in the annual Adopt-a-Family program grew to over 20 volunteers supporting 8 families during the holidays. Office donations far exceeded their commitment which helped to benefit even more families. In addition, the office supports Habitat for Humanity's annual technology house. In their 4th year of participation, they stepped up as the lead sponsor alongside several Teradata customers with 40 volunteers on various build days. They have mentored and sponsored several FIRST robotics teams at local schools during the year and volunteer at the local Peachtree Regional supporting over 1000 high school students. Several employees serve on non-profit boards and volunteer with additional charities. Atlanta leadership is very supportive of Teradata Cares efforts and the office truly has volunteerism and giving embedded into their culture with managers planning team volunteer projects throughout the year.

Teradata University Network

Mastering the challenges of tomorrow's dynamic business and IT environments will require a combination of technical expertise and practical, hands-on training—and that's exactly what students experience through **Teradata University Network (TUN)**. Teradata's goal is to train students to be broad-through thinkers and others who use data to create business value by providing free access to resources and software to universities around the globe.

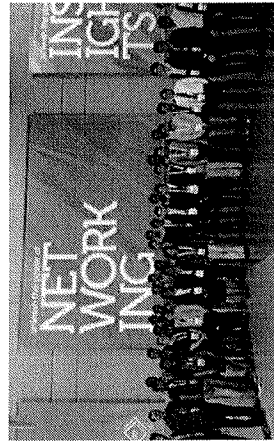
Teradata works with a dedicated board of academics to ensure faculty at universities have free access to the necessary tools to prepare future generations of technologists and business leaders. The academic board that drives this unique teaching portal is composed of leading practitioners and renowned academics recruited from around the world, united by their dedication to sharing innovative, proactive applications of authentic technology for data-driven decisions.

"If universities are not teaching students the right technologies and tools, they cannot meet the needs of students or the practitioners that will need to hire them. Clearly the challenges of preparing tomorrow's workforce are mounting. We see it in the expansion of Teradata University Network. More than 500 faculty from 176 new universities joined in 2013."

— Ramesh Sharda, Oklahoma State University, Teradata University Network Executive Director

In 2013, we also reached out to engage Teradata customers with the establishment of our Customer Advisory Board. To ensure we are delivering the resources to prepare students to meet the expectations of the world's leading companies, Teradata customers have created profiles on Teradata University Network to provide students a view into real career opportunities. This year we also introduced a student rate for our annual PARTNERS Conference in order to provide students an affordable opportunity to learn and interact with our customers.

Preparing the next generation of data analysts and scientists for current and future career opportunities is our primary focus. By offering students unique learning opportunities including free training for Teradata Certification and access to tools like MicroStrategy and SAS Visual Analytics on TUN, they are ready to step into their careers and deliver immediate value. Currently, Teradata University Network TUN is providing free access to software and resources to over 3,500 faculty members and over 50,000 students from over 1750 schools in 98 countries.



Students at PARTNERS 2013



Teradata University Network website

Madrid, Spain

Teradata associates collaborated with the Madrileño Sínica Bifida Association to create a fun activity that employees and clients could do together. The Sínica Bifida Association organizes basketball games for children affected by this disease. This simple activity provides the opportunity for children to enjoy a group sport and to develop their psychomotor skills. Teradata joined the activities by playing games and donating sporting equipment for the organization.

Mumbai, India

The Nana Pallar Smriti Samiti offers residential accommodation for 76 patients at the Sadan. This facility is offered to patients visiting Mumbai for medical treatment. Patients are as young as 3 and as old as 60. Every year on average, more than 1000 patients are provided accommodation in the Sadan. Teradata employees visited and distributed 145 fruit packets to the residents, each packet containing 4 different fruits. Patients visited by Teradata were all being treated for cancer or dialysis for kidney failure.

San Francisco, California

Family House is a non-profit organization that provides housing to families of seriously ill children being treated by the nearby University of California San Francisco Benioff Children's Hospital. Employees worked at Family House cleaning the communal areas to ensure a safe environment for all the families who benefit from and might stay at Family House. They helped organize snacks and relief kits for families during their stay, because basic care items are greatly needed and often be forgotten during a medical crisis. The Teradata employees plan to continue their volunteer work with Family House and are collecting donations that can be sent for those in need.

7.4 Teradata Cares: Community Spotlights Manila, Philippines

Teradata was devastated to see one of the greatest disasters of all time, Typhoon Haiyan, hit the Philippines. Employees in Manila immediately wanted to help but because no one could get to the Visayas region and personally assist the victims, Manila responded to the call of the Department of Social Welfare and Development and helped them with the repacking of relief goods.