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## CSR Press Release

### Teradata Makes Impressive Strides in Meeting Social Responsibility Goals

Commitment to corporate ethics, community relations projects, and environmental sustainability all contribute to corporate profitability

Submitted by: **Teradata Corporation**

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DAYTON, OHIO, Jul. 29 /CSRwire/ - /PRNewswire/ -- **Teradata Corporation** (NYSE: TDC) announced that it has made impressive strides in meeting its **corporate social responsibility** goals in the area of corporate ethics, community relations projects, and environmental sustainability. Teradata's successes have been described in the just-released 2009 Teradata Corporate Social Responsibility Report.

"In all aspects, Teradata had an outstanding year. Teradata was named one of the world's most ethical companies, it introduced its purpose-built platform family saving customers 60 percent on energy, instituted internal energy reduction initiatives sufficient to power more than 200 U.S. homes and supported employee volunteer projects that made a positive difference in the local communities worldwide," said Bruce Langos, chief operations officer, Teradata Corporation. "Contrary to what many think, a commitment to corporate ethics, community relations projects, and environmental sustainability all contribute to corporate profitability, and support a strong and vibrant corporation."

#### Teradata Platform Family: Powerful Analytics with Energy Efficiency

Teradata is committed to offering environmentally-conscious, best-in-class products and services to customers. To meet customers' business intelligence needs, the **Teradata Purpose-Built Platform Family** presents customers with a range of architectural options for best price and performance optimization. The platform family enables customers to drive profitable growth, based on analytics-driven business intelligence.

In addition to price and performance, customers can benefit from an operating expense reduction. The dramatic boost in Teradata system performance enables customers to do the same data warehouse work using 60 percent less energy as compared to the Teradata platform of three years ago. The efficiency is especially important; because the costs for data center power, cooling, and floor space will soon outpace the cost of the equipment in the data center.

#### Environmental Awareness and Action

"We are proud that the U.S. Environmental Protection Agency Climate Leaders program has officially approved Teradata's aggressive five-year goal to reduce its worldwide greenhouse gas emissions by 45 percent," said Langos. Teradata joined the U.S. Environmental Protection Agency Climate Leaders program in 2008 to manage emissions risks from operations and to identify cost-effective mitigation opportunities.

According to Langos, "The company-wide energy-reduction strategy has already brought solid results." One of Teradata's energy conservation initiatives was completed in the San Diego research and development facility in six months and covered a wide range of power uses. Teradata now saves 2.5 million kilowatt-hours of energy yearly, which is sufficient to power more than 200 homes for one year. The investment in conservation paid for itself within one year and the ongoing savings contribute to corporate profitability.

The Teradata facility in Hyderabad, India launched a multifaceted energy and resource conservation campaign. All energy-consuming cathode ray tube (CRT) monitors were replaced, providing a 60 percent reduction in energy usage. The legacy servers were replaced with smaller, more efficient, and virtualized servers, which improved lab floor space usage and reduced power consumption. More than 100 employees planted carbon dioxide-absorbing trees around the facility and in their neighborhoods and eliminated the wasteful use of disposable paper and plastic cups.

#### Social Responsibility Initiatives Energize

Teradata was one of four global software companies named one of world's top 100 "Most Ethical Companies" by The Ethisphere Institute for its ethical and integrity-based leadership. According to the institute, ethical practices create a competitive advantage, which is imperative to business success. There is a strong correlation between a company's ethics program and its performance, with ethical companies outperforming the market.

**Teradata Cares**, Teradata's community relations program, continued into its second year, with a broad array of volunteer projects that benefited communities and enriched employees. Teradata's support of the STEM (Science, Technology, Engineering, and Mathematics) educational program initiatives encouraged students around the globe to be future technologists and business leaders.

Teradata's annual Days of Caring, held in August, energized more than 900 employees, family members, customers, and partners – to complete 55 community projects in 25 cities globally. The annual "Celebration of Caring Awards" program recognized the outstanding volunteer achievements of employees with work on behalf of disaster relief, AIDS, educational and mentoring programs, environmental campaigns, community development and a host of other causes.

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## Teradata Makes Impressive Strides in ...

The report is available at: <http://www.teradata.com/corporate-social-responsibility>

### About Teradata

Teradata Corporation (NYSE: [TDC](#)) is the world's largest company solely focused on raising intelligence and achieving enterprise agility through its [database software](#), [enterprise data warehousing](#), [data warehouse appliances](#), [consulting](#), and [enterprise analytics](#). Visit Teradata on the web at [www.teradata.com](http://www.teradata.com).

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