

TERADATA

Vantage Point Predictions 2022

Over the course of 2021, Teradata enabled growth in industries across the globe, fueled by the power of data. Looking to the new year, further data adoption, digital transformation, and accessibility will be critical in 2022 and beyond.

The race to operationalize analytics will intensify

“Winners will crack the code by moving from isolated trials to enterprise-wide mass production.”

Scott Toborg, Ph.D. Director, Data Science Products



Going deeper than data

“What’s needed from companies are sources of data that can deliver on personalized, empathetic experiences.”

Hillary Ashton, Chief Product Officer

B2B pressure to innovate will deepen

“Moving forward, industry vertical customers across several verticals will feel intense pressure to innovate and automate their processes.”

Nadine Manjaro, Director, Industry Consulting CME



COVID repercussions will continue to drive digital transformation

“COVID-19 was the unexpected proof of concept needed to accelerate the dynamic shift to digital, with financial services and retail leading the trend across a new, smarter data ecosystem.”

Lawrence Latvala, Americas Industry Consulting, Practice Leader



Data will drive everything

“The role of data preparation, data quality checks, and accessibility continue to grow.”

Ramendra K. Sahoo, Ph.D., Principal Data Scientist



Expect more disruption

“Because the future will contain more and more disruptive events—and even less predictability—demand forecasting will need to transform.”

Cheryl Wiebe, Director, Ecosystem Architecture

Teradata helps businesses across the globe turn data into their greatest asset. Learn more at [teradata.com](https://www.teradata.com).

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