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NEWS RELEASE

Singapore Management University Wins Inaugural Teradata University Network Teaching Innovation Award

SINGAPORE and ATLANTA, 16 December 2013 - Teradata Corporation, (NYSE: [TDC](#)), a leading global provider of analytic data platforms, marketing applications and analytics related consulting services, announced today the winner of the 2013 Teradata University Network (TUN) Teaching Innovation Award. Associate Professor Michelle Cheong and Mr Murphy Choy from the School of Information Systems at Singapore Management University (SMU) received the Award for their teaching case on "Effective Use of Data & Decision Analytics to Improve Order Distribution in a Supply Chain".

The award was presented at the 2013 International Conference on Information Systems (ICIS 2013), at a TUN-sponsored Special Interest Group – Decision Support Systems (SIGDSS) Reception in Milan, Italy.

Led by academics, TUN is a free, web-based portal that provides teaching and learning content and hands-on, industrial-strength software tools for use by faculty and students in data warehousing, business intelligence/analytics and database curriculum. The new TUN Teaching Innovation Award is designed to recognise excellence in the teaching of Business Intelligence and Business Analytics at the undergraduate, graduate and/or executive education levels.

The SMU submission consisted of a case study and its accompanying teaching notes and laboratory guide, which are used as part of the "Operations Analytics & Applications" course in their Master of IT in Business (Analytics) programme offered by the School of Information Systems at SMU. The case study successfully demonstrated how insights

can be obtained and new solutions can be proposed by integrating data analytics with decision analytics to reduce distribution cost for a logistics company.

The TUN Awards Committee evaluated the submissions on teaching readiness, richness of supporting materials and innovation in providing new concepts and learning. "SMU won the award because its submission reflects considerable work, and provides a sophisticated set of teaching resources," said Ms Susan Baxley, Director of Teradata University Network. "On top of that, the course has a well-thought class activity with appropriate ancillary materials, and places emphasis in identifying the root cause of the problem rather than assuming the problem or being given the problem."

Mr Murphy Choy, an instructor at SMU School of Information Systems, said, "Many teaching cases assume that the problem objective is well defined and students will then go straight into solving the problem hoping to achieve the problem objective. In our teaching case, the problem objective is not defined upfront, just like in the real world business environment. In the case study, we first expose our students to a Data and Decision Analytics Framework which helps them to identify the root cause of operations-related business problems by collecting, preparing, and systematically exploring data to gain business insights into operational problems. They then use techniques from decision analytics to design and test solutions for improving supply chain performance.

"Based on the data analysis and decision models, we achieved an average of 20% reduction in the total number of delivery trips required. With the new proposed order intervals, the new proposed order sizes were computed using moving averages from historical order sizes, and were able to satisfy the retailers' capacity constraints within reasonable limits."

Added Michelle Cheong, Associate Professor of Information Systems (Practice) at SMU, "This award is an affirmation and recognition of the efforts by Master of IT in Business (Analytics) programme for developing new pedagogical methodologies and approaches to make our courses and programmes in analytics more interesting, realistic and relevant for our students and for the business community.

"Operations problems in the services sector are often complex and the root causes are often not obvious. This often leads to people solving the wrong problems. The framework we present combines data and decision analytics which can help companies solve the RIGHT problem. Our case study has attracted much interest from Singapore and multinational companies in logistics, and in other services sectors. They have approached us for student internships and project consultancy work," said Associate Professor Cheong.

"The fact that one of the premier universities from Singapore has been selected for this year's award is a testimony to success of the Teradata University Network," said Mr Peter Hand, Area Vice President – Pacific, South Asia and Korea of Teradata. "We look forward to working closely with other campuses in this region as well."

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About Singapore Management University

Singapore Management University (SMU) is internationally recognised for its world class research and distinguished teaching focused on the world of business and management, and on information systems technology and management. Established in 2000, SMU's mission is to generate leading edge research with global impact and develop broad-based, creative and entrepreneurial leaders for the knowledge-based economy. Home to over 8,500 students, SMU is comprised of six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law and School of Social Sciences, offering undergraduate, postgraduate and executive development programmes. www.smu.edu.sg

About SMU School of Information Systems

The SMU School of Information Systems (SIS) was set up in 2003 to extend SMU's research and education efforts into the areas of Information Systems Technology, Information Systems Management, and problems at the intersection of IS technology and management. SIS is distinct from the other five schools of SMU in that it is the only academic unit within the University which falls under Singapore's Science & Technology cluster of academic units as defined by Singapore's Ministry of Education.

The School possesses deep research R&D capability in four strategically-selected areas of IS technology: Information Security & Data Privacy; Data Management & Analytics; Intelligent Systems & Decision Analytics; and Software Systems. The fifth strategic area of the School is Information Systems & Management, where the faculty investigate the managerial aspects and business impact of IT in public and private sector organisations, and across value chains, markets and industries. Since its inception, SIS has established a strategic partnership with Carnegie Mellon University. Through SIS, SMU and Carnegie Mellon launched the Living Analytics Research Centre in 2011. More information on SIS can be found at: www.sis.smu.edu.sg

About Teradata University Network

Led by academics, Teradata University Network is a web-based portal for faculty and students in data warehousing, business intelligence / decision support, and database that is provided at no cost to the university. This content also can support introduction to IT courses at the undergraduate and graduate levels.

The Teradata University Network currently has over 3000 faculty in over 1600 universities in 90 countries, with thousands of student users. A key to the success of Teradata University Network is that it is led by academics to ensure the content will meet the needs of today's classrooms.

About Teradata

Teradata (NYSE: TDC), a global leader in analytic data platforms, marketing and analytic applications, and consulting services, helps organizations become more competitive by increasing the value of their data and customer relationships. Visit teradata.com for details.

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