



## BBBT Podcast Transcript



### About the BBT

The Boulder Business Intelligence Brain Trust, or BBT, was founded in 2006 by Claudia Imhoff. Its mission is to leverage business intelligence for industry vendors, for its members, who are independent analysts and experts, and for its subscribers, who are practitioners. To accomplish this mission, the BBT provides a variety of services, centered around vendor presentations.

For more, see: [www.bbbt.us](http://www.bbbt.us).

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<b>Guest(s):</b>	<b>Kim Dossey</b> , Influencer Relations
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Claudia Imhoff: Welcome to this special edition of the Boulder BI Brain Trust podcast. I'm Claudia Imhoff and I'm here in Grants Pass, Oregon, at the Humphrey Strategic Communications annual Pacific Northwest BI Summit. I'm pleased to have the opportunity to interview each of the vendors attending this event.

CI: With me is Kim Dossey. She's responsible for Influencer Relations for Teradata. Welcome, Kim.

Kim Dossey: Thank you, Claudia. It's great to be here.

CI: I always love talking to you. You always have the fun conversations, and today's is no exception. You've got Teradata Partners coming up, which is just such a fun event. Let's talk about that. Where and when?

KD: It's coming up October 20th through the 24th. This year, it's going to be in Dallas, at the Convention Center.

CI: Who's going?

KD: Hopefully, everyone. We're going to have a great event. The theme this year is "Unleashing the Power of Data." We really think it's a great event for almost anyone. If you're a C-level executive, an IT professional, interested in marketing, any kind of business leader, even for students and up-and-coming data scientists, we think this is a great event.

CI: It really is. Especially the up-and-coming students, they get so much out of this event. But I'll tell you what. I've been going now for what, five or six, seven years now. Analysts love that event. We get so much information. Not just from Teradata -- we certainly get a lot from Teradata -- but especially from your customers.

KD: Customer stories.

CI: We love hearing the customer stories. We get almost overloaded with so many wonderful stories from them. But it's also incredibly valuable for press and media, is it not? They get to learn so much about you.



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KD: Absolutely. You can hear from our customers. You can hear from Teradata experts. You can hear from Teradata partners. It's just a great event for just about anyone.

CI: There's also the expo, which is always useful.

KD: Absolutely. The expo hall is going to be great this year. It will give everybody an opportunity to walk around and talk to the different vendors and hear about their solutions and what they're doing in the industry.

CI: All right. I want to drill in a little bit more about the week itself. There are different parts. There are different sections -- different sessions, I guess. Why don't you tell me about those?

KD: Even before it starts, we've got an exciting event on Saturday. It's actually a charity golf tournament, and that is going to be the 18th annual Driving for Higher Education golf tournament, and it's to benefit the Hispanic Scholarship Fund. This is going to take place on Saturday, October 19th, and it's going to be at the Dallas Cowboys Golf Club.

CI: Wow.

KD: If you ever wanted to see where the Cowboys play golf when they're not playing football, this is your opportunity, and it's for a great cause.

CI: The sessions? Tell me about those.

KD: This year we have over 300 sessions. They're actually divided into some different tracks. We've got technology and architecture. We've got big analytics architecture and then business applications.

CI: That's what I like about partners. There really is something for everybody. It's not just all technology. There's something for the business people. Right?

KD: Absolutely.

CI: There's something for the analysts, the press, and so forth and so on. It really is a good, well-rounded conference. I'll tell you what. One of the



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things I've always enjoyed are the keynotes. Your committee brings in some of the most phenomenal...over the years you've had phenomenal speakers in the keynotes.

KD: Thanks. I think we have. This year is no exception. The Monday morning keynote is going to be Daniel Pink. He's a New York Times bestselling author, and his latest book is called "To Sell is Human." I'm really looking forward to that. Then on Wednesday afternoon we're going to hear from Jamie Clark. Jamie is an explorer who's done things like summit Mount Everest and cross the Arabian Desert. He's explored over 40 countries, and I've heard that he's a fantastic storyteller. I'm really looking forward to that as well.

CI: I will be there with bells on. The other thing that is a highlight at any of Teradata Partner conferences, that's your big gala. Let's touch on that just a little bit.

KD: Wednesday night we're going to be gathering at Cowboy Stadium. As you know they've got a fairly new stadium. I've heard that it's just unprecedented. The crowd is going to be going to Cowboy Stadium. We're going to be able to enter through the actual Cowboy tunnel and be greeted by the Cowboy cheerleaders. I know some people will really like that. We'll have an opportunity to tour the locker room, photo opportunities. We're even going to have our own punt, pass, and kick competition. Of course you know there will be great food and drink.

CI: Wonderful prizes, no doubt.

KD: Absolutely. Then at 9:00 the band OneRepublic will perform for the crowd. I know some of our younger attendees will really be looking forward to that.

CI: They will indeed, and some of the older ones like me as well. All right, something else that's new this year, you have something called Super Tracks on Tuesday. Let's talk about them for a moment.

KD: On Tuesday there will be a number of super tracks where people can really drill into an industry topic or industry solution that's top of mind right now. The super tracks will offer a high level perspective on relevant



industry trends, technologies, and customer success cases. Those are divided up into a few different areas. I'll just touch on those. Customer insights, Omni-channel, profitability optimization, fraud and risk, supply chain logistics and cyber security. If anyone's interested in those topics, those will be fantastic sessions for them to sit in on.

CI: Nice for them to drill into some more detail in their industry. I like that. Now, just to give myself a little bit of a plug, Colin and I are also going to be giving a talk, and boy, we're competing against these wonderful sessions. We are also Tuesday. Our talk is going to be at 11:00. We're going to be talking about disruptive technologies. They are all over the place. [laughs].

KD: That's an interesting title. So tell me a little bit more about that and what you guys are going to discuss.

CI: Well, the idea is that certainly, the technological innovations that have occurred today have been very disruptive to companies. They don't quite know which technologies to use where. Our whole talk is going to be about how to deploy these new technologies in your existing BI environment. We're not throwing the baby out with the bath. We're actually going to bring these technologies in and incorporate them into your existing BI environment. That's what our talk's all about.

KD: Excellent. Well, I really look forward to hearing that.

CI: I look forward to giving it! All right. Thanks so much. I've been talking to my good friend, Kim Dossey. She is responsible for Influencer Relations for Teradata. Thanks so much, Kim.

KD: Thank you, Claudia.

CI: Thank you for listening to this special edition of the BBBT podcast, and thanks to Scott Humphrey for giving me this opportunity and for hosting the Pacific Northwest BI Summit.