

HOW STRATEGY AND TECHNOLOGY COME TOGETHER TO ELEVATE TERADATA'S FLEXIBLE WORKFORCE PROGRAM

A TERADATA CASE STUDY

TERADATA Teradata (NYSE: TDC) is a leading provider of analytic data platforms, marketing applications and consulting services.

In 2013 the company's database management system (DBMS) was named a leader in Gartner's Data Warehouse DBMS Magic Quadrant. Teradata was founded in 1979 and is headquartered in Ohio. Today the company has a presence in 41 countries and more than 10,000 employees.

The Teradata business is very complex. Teradata has a small army of highly talented analytics consultants in its professional services organization, but also requires a flexible workforce skilled in niche products for a number of its customer-billable projects. Having a revenue stream tied to these contractors makes the sourcing and management of these workers critical to the company's success.

A Program Overview

In 2012 Teradata replaced its existing Vendor Management System (VMS) with the Fieldglass application. While the company achieved some level of visibility and benefits with its previous tool, it desired a long-term, strategic technology partner that would allow the program to grow in size, scope and control. Fieldglass was ultimately chosen for several key reasons, including:

- Ease of use
- Robust reporting capabilities
- Ability to support geographic expansion
- Industry-leading functionality to support Statement of Work (SOW) management
- Presence of an active, engaged user community

Since its initial implementation, Teradata has deployed Fieldglass to 11 countries, including Japan, with more expansions across Europe and Asia planned for later this year. The VMS is accessed by workers and suppliers in two languages and supports 12 currencies. Teradata utilizes a Managed Service Provider (MSP) in most English-speaking countries including the U.S. and self-manages the rest.

How is Teradata Best-in-Class?

Teradata demonstrates a unique awareness of its needs and operates at a level of strategic expansion unlike many other VMS buyers. In just a short time on the Fieldglass platform, Teradata has created a global, sophisticated program utilizing the newest VMS strategies. Some examples include:

- Teradata utilizes an integration between Fieldglass and its Professional Services Automation system to synchronize consultants' time and expenses, further increasing process efficiency and ensuring no discrepancies between the project-level accounting and supplier invoices.

What's unique about Teradata's contractor workforce?

While the Teradata program is not the largest in terms of spend, workers or geographic reach, it is one of the industry's most complex program implementations. Teradata consultants implement data warehouse projects and ensure they are adaptable to future uses. Many of these projects require a contractor with expertise in an application that is feeding the data warehouse.

These contractors are often difficult to find and are highly paid experts in a given technology product. In some countries like Japan, the contractors work on an SOW basis, and in others they work on a contingent basis. Some bill an hourly rate invoiced weekly, while others bill a daily rate invoiced on a monthly basis. Currency and tax requirements also vary by worker and location.

- As an early strategic design partner and active user, Teradata helped steer the development of Fieldglass' email approval functionality.
- Teradata has enabled Single Sign-On (SSO), allowing its users to seamlessly access Fieldglass via their computers or any Teradata-authenticated device (such as a smartphone or tablet).
- Teradata utilizes both the services (SOW) module for fixed fee projects and the contingent module for time and materials projects to support the needs of its consulting business unit.
- Despite its program's complexities and geographic reach, Teradata provides a user-friendly experience through Fieldglass that requires little or no training at the user or supplier level.

About Fieldglass

Fieldglass' cloud-based Vendor Management System (VMS) allows organizations to better procure, manage and optimize their global flexible workforces, including contingent labor, services managed through Statements of Work and independent contractors. More than 250 customers leverage Fieldglass to optimize visibility, complex spend, worker quality, compliance and program efficiencies.

Teradata's Success at a Glance

Enforced Compliance Through Worker/Supplier Onboarding. Using Fieldglass, Teradata manages processes for worker background checks, drug tests, Intellectual Property ownership, non-disclosure terms and network access agreements. Vetted suppliers must meet a requisite level of insurance, minimum financial net worth and compliance to international business standards as outlined in the Foreign Corrupt Practices Act. All of this information is stored in Fieldglass and made available to support customer and governmental audits.

Consistent Reporting. Teradata utilizes Fieldglass' reporting functionality to drive consistent operational reporting while also creating ad hoc reports. Due to increased tracking and reporting fidelity available in Fieldglass, Teradata has exceeded its goals related to supplier diversity since implementing the VMS.

Increased Program Efficiency. A properly automated process breeds a number of significant improvements. With Fieldglass, Teradata has been able to speed time to hire as well as improve cycle times by reducing time spent during its approvals process. This efficiency also helps drive increased customer satisfaction and project results. Additionally, through increased visibility to the supplier invoicing process and work in process, Teradata significantly improved the accuracy of the accrual process for accounting period closes.

Teradata is one of the first organizations to implement a VMS in Japan to better comply with the country's unique business practices.

Ease of Use/Program Adoption. Teradata took a bold approach to the design and launch of the Fieldglass application. Its previous VMS tool was used only by MSP and supplier personnel, while Fieldglass would be utilized by hundreds of Teradata associates and managers to create and approve job postings, interact with candidates and perform approvals. Teradata has found hiring managers to be more invested in the process when they had access to real-time candidate visibility and to the details of an order's stage of approval/execution.

With plans for future expansion already underway, Teradata expects to continue these gains in new geographies and spend areas as its program matures in sophistication and value.