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# Everest Group PEAK Matrix® for Cloud for Healthcare – Data Platform Vendor 2022

## Focus on Teradata
March 2022

![Everest Group PEAK MATRIX®]

# Background of the research

Cloud data platforms have traditionally been used to facilitate the migration of an organization's data onto cloud to manage data efficiently and securely. However, today enterprises are increasingly adopting these platforms not only to manage data efficiently, but also leverage the platforms' analytical and business intelligence capabilities to enhance decision-making. In healthcare, the complexities of managing data continue to be a concern as enterprises struggle to deal with growing data volume and complexity as well as siloed and legacy data systems. Additionally, rising digital adoption, the proliferation of remote health devices, and adoption of new care delivery models (telehealth and virtual care) have further pushed healthcare enterprises to rely on modernized cloud data platform models to better manage data and generate actionable insights.

In this report, we assess the capabilities of 15 cloud data platform vendors on their ability to solve for healthcare use cases such as healthcare interoperability, clinical analytics, and patient/member outcomes. These vendors are mapped on the Everest Group PEAK Matrix®, which is a composite index of a range of distinct metrics related to a vendor's capability and market impact. We focus on vendors with:

- Products having direct applicability for the US healthcare entities – payers, providers, and/or supporting federal healthcare agencies
- Proprietary, commercial, cloud-based data platforms cutting across one or more area(s) under scope of research – healthcare interoperability, healthcare analytics, administrative process optimization, and patient/member outcomes
- Built-in data privacy and security compliance that supports industry standards (such as HL7, HIPAA, and HITRUST) relevant to the segment

**Scope of this report**

**Geography**
US

**Industry**
Healthcare
(payers, providers, health technology firms,
and federal institutions)

**Vendor offering**
Healthcare cloud
data platform

# Cloud for healthcare – data platforms PEAK Matrix® characteristics

**Leaders:** AWS, IBM, and Microsoft

- Leaders have established themselves as front runners in offering cloud data platforms and products for healthcare enterprises on the back of their strong domain and technical expertise. Vendors in this category have strong healthcare specificity demonstrated through products aligned with key industry themes (e.g., Amazon HealthLake for analyzing population health data by leveraging AI/ML and NLP, IBM® Benefits Mentor with Watson™ for analyzing claims data to help employees with their benefit determination)

- Leaders' cloud data platform offerings provide a balanced coverage across key healthcare product categories – clinical analytics, administrative analytics, interoperability, and member engagement

- Leaders continue to keep pace with market dynamics through continued investments in technology enhancement through internal IP / tools development, M&A, partnerships, etc. (e.g., Microsoft's acquisition of Nuance to enhance its cloud and AI capabilities, IBM's partnership with Red Hat and Adobe to accelerate customer experience transformation)

**Major Contenders:** Cloudera, Databricks, Google, Innovaccer, InterSystems, Oracle, SAP, Snowflake, and Teradata

- While some of the Major Contenders (such as Innovaccer, InterSystems, and Oracle) offer products targeting specific healthcare use cases, most vendors in this category serve healthcare clients with their broad/industry-agnostic data and analytics platform(s)

- To bridge the gap with Leaders, some Major Contenders are taking a partnership route and leveraging SIs, consulting partners, and technology vendors to enhance their healthcare specificity (for instance, Google has partnered with HCL to co-innovate and launch healthcare solutions)

**Aspirants:** Health Catalyst, Inovalon, and Yellowbrick

- Aspirants should look to enhance their product offerings around key use cases such as interoperability, FWA, patient engagement, and utilization management key to gain mindshare among healthcare enterprises

- Aspirants, such as Health Catalyst and Inovalon, should look to enhance their brand recall and increase presence across large healthcare accounts to complement their strong healthcare domain expertise

# Everest Group PEAK Matrix®

## Cloud for Healthcare – Data Platforms PEAK Matrix® Assessment 2022 | Teradata positioned as Major Contender

**Everest Group Cloud for Healthcare – Data Platforms PEAK Matrix® Assessment 2022[1]**
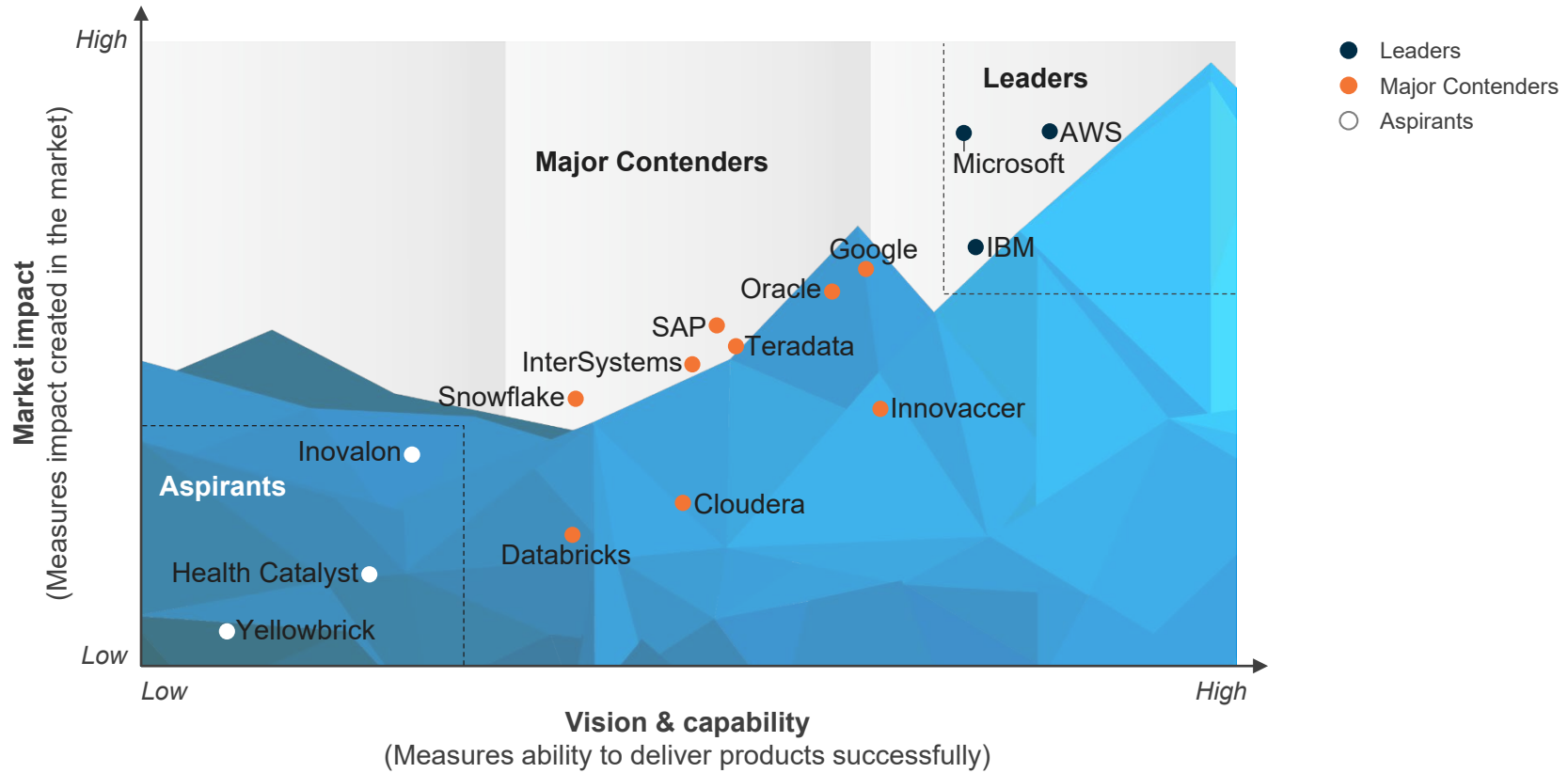


1    Assessment for Cloudera, Databricks, Google, Health Catalyst, Inovalon, Microsoft, Oracle, SAP, and Snowflake excludes platform vendor inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, platform vendor public disclosures, and Everest Group's interactions with buyers.

Source:    Everest Group (2022)

# Teradata | healthcare cloud data platforms profile (page 1 of 5)
## Overview

**Vision**

Leverage its analytical capabilities to cater to the evolving healthcare needs by adopting a cloud-first approach. With an increased focus on verticalization, Teradata, with its unified Vantage™ data platform, aims to address some of the key challenges faced by healthcare enterprises around data ingestion, data standardization, and insights generation.

**Healthcare capabilities**

Low ➝ High

| Healthcare interoperability | Clinical analytics | Administrative analytics | Patient/member engagement |
|---|---|---|---|
| It leverages its partner ecosystem for FHIR servers, API management tools, and integration engines; offers industry-agnostic Identity and Access Management (IAM) and consent management capabilities. | Its Vantage platform is used by enterprises to build solutions for care management, population health management, resource planning, and supply chain management. | Its Vantage platform is leveraged by enterprises to build solutions for claims management, physician quality/network analysis, payment integrity, and utilization management. | It offers Vantage Customer Experience (CX) platform to help enterprises drive personalized customer interactions and get a 360 degree view of customers by integrating information such as membership, plan benefits, and encounter information. |

**Partner ecosystem** (representative)

accenture    aws    Capgemini    denodo

Google Cloud    iguazio    Informatica    Microsoft

**Key healthcare client logos**

American Cancer Society    BlueCross BlueShield    medibank For Better Health    Texas Health Resources

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# Teradata | healthcare cloud data platforms profile (page 2 of 5)
## Case studies

*NOT EXHAUSTIVE*

| Case study 1 | Enabled connected patient care journey through data integration and analytics |
|---|---|

**Business challenge**

Texas Health Resources (THR), a non-profit health system, wanted to transform the patient experience by leveraging data from various sources and generating insights. One of the key challenges they faced in enhancing the patient experience was dealing with siloed and fragmented data that led to data accessibility issues.

**Solution and impact**

- By leveraging the Teradata Vantage™ platform for connected identity and patient 360 efforts, THR was able to integrate information from patient care touch points and create a connected patient care journey
- Data Labs within the Teradata Vantage™ platform allowed THR to support self-service analytics, enabling users to develop new insights
- The built-in security functions within Teradata's platform ensured that role-based data access was provided at a personnel level for THR's team

| Case study 2 | Modernization of data platforms by leveraging the Teradata Vantage™ cloud platform |
|---|---|

**Business challenge**

Medibank, an Australian health insurance provider, needed to embark on a data transformation journey that included transitioning teams and technology from traditional approaches to a flexible multi-cloud data platform for enterprise analytics that was future-ready.

**Solution and impact**

- The Teradata Vantage™ platform was leveraged for integrating data, performing data analytics, running financial and other reports, and meeting regulatory and tax requirements
- The platform also enabled data orchestration that helped Medibank to automate processes that converted data to information
- Medibank saw an increase in uptime to 100%, while also realizing a massive reduction in incidents. This resulted in bringing down the negative impact on the business

# Teradata | healthcare cloud data platforms profile (page 3 of 5)
## Offerings

*NOT EXHAUSTIVE*

| Proprietary healthcare cloud data products (representative list) | |
|---|---|
| **Product** | **Details** |
| Teradata Vantage™ | A multi-cloud data platform for enterprise analytics that unifies data lakes, data warehouses, analytics, and new data sources and types. |
| Advanced SQL Engine | An analytics engine that helps in getting answers to questions about medical cost trend sources, tailored member services, underwriting and managing risk, and evidence-based care based on real-time data. |
| Teradata Enterprise Analytics Solution | A solution that eliminates the complexity of enterprise application integration – SAP® ERP and CRM, Oracle® E-Business Suite (EBS), Oracle PeopleSoft – delivering near real-time access to integrated data from ERP and other enterprise applications. |
| Teradata Master Data Management (MDM) | A single solution that manages master data architecture, metadata, data quality, data hierarchies, and data governance. Teradata MDM also provides business intelligence that allows organizations to get a complete picture of their data. |
| Teradata Backup and Restore (BAR) | A solution that protects data and reduces the need to rebuild a data warehouse from multiple sources. |
| Teradata™ IntelliSphere | A software portfolio that covers software components required to ingest, access, manage, and deploy an analytical ecosystem. |
| Teradata Data Lab | A platform that gives users the power and freedom to explore and examine combinations of new and existing data that can pinpoint new trends, uncover insights, and address business issues. |

# Teradata | healthcare cloud data platforms profile (page 4 of 5)
## Recent developments

*NOT EXHAUSTIVE*

| Key events (representative list) | | |
|---|---|---|
| **Event name** | **Type of event** | **Details** |
| Partnered with Azure | Partnership and alliances | In 2021, Teradata partnered with Azure to enhance its cloud offerings by enabling customers to modernize their cloud data analytics nfrastructure. |
| Partnered with Google Cloud | Partnership and alliances | In 2021, it partnered with Google Cloud Platform (GCP) to perform analytics on all available data – whether in Vantage, Google Cloud Storage, Dataproc, or other data stores. |
| Partnered with H2O.ai | Partnership and alliances | In 2021, it partnered with H2O.ai to integrate H2O AI Hybrid Cloud with the Teradata Vantage™ platform. The integration would enable use cases such as fraud prevention and anomaly detection, customer churn, price optimization, and customer expansion. |
| Partnered with Tesco | Client win | In 2021, it partnered with Tesco to provide the Teradata Vantage™ platform for enabling enterprise-wide analytics at scale. |
| Enhancement of Vantage platform | Product enhancement | In 2020, Teradata enhanced its Teradata Vantage™ platform by expanding native support for R and Python with the ability to call more Vantage-native analytic functions, as well as the ability to execute a wide range of open-source analytic algorithms/packages. |

# Teradata | healthcare cloud data platforms profile (page 5 of 5)
## Everest Group assessment – Major Contender

**Measure of capability:** ◕ Low ● High

| Market impact | | | | Vision & capability | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Market adoption | Portfolio mix | Value delivered | Overall | Vision and strategy | Technology capability | Flexibility and ease of deployment | Engagement and commercial model | Support | Overall |
| ◕ | ◕ | ◑ | ◕ | ◔ | ◕ | ◔ | ◔ | ◔ | ◔ |

## Strengths

- Offers Vantage platform – a hybrid, multi-cloud data platform that unifies data warehouses and analytics; also provides and industry-focused set of analytical schemas to accelerate development of selected analytic environment product

- Leveraging its partner ecosystem (SIs, consulting firms, and technology vendors) to build off-the-shelf solutions/accelerators for addressing specific use cases for enterprises; for instance, partnered with H2O.AI for fraud prevention and price optimization

- Significant investments in R&D to develop cloud-based solutions and alliances with cloud vendors (AWS, Azure, and GCP) to enable flexibility and ease of deployment across multiple cloud environments, supporting its cloud-first vision for its clients

## Limitations

- Strengthen brand recall in the healthcare space with off-the-shelf healthcare modules/accelerators, complemented with strong thought leadership and successful client stories

- Despite offering consumption-based pricing model, Teradata is perceived as a premium-priced player by enterprises; should look to reposition itself as a price competitive player to appeal to a larger client base

- Clients cite complex installation as a key challenge while migrating to Teradata platform; should look to enhance support services to address issues during platform implementation and deployment

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# Appendix

# Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision & capability

**Everest Group PEAK Matrix**
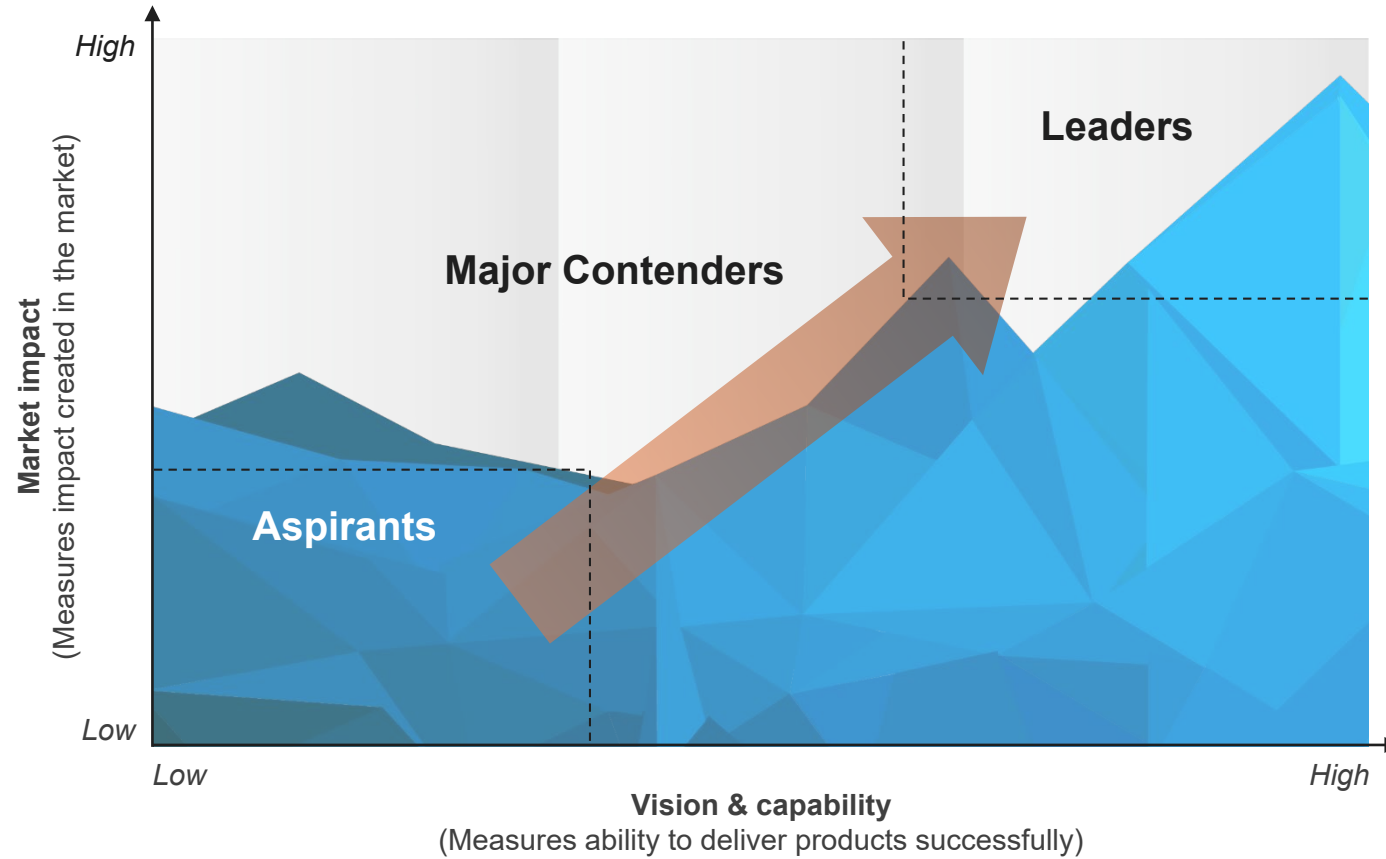
# Products PEAK Matrix® evaluation dimensions

Measures impact created in the market –
captured through three subdimensions

**Market adoption**

Number of clients, revenue base,
and YoY growth

**Portfolio mix**

Diversity of client base across
industries, geographies, environments,
enterprise size class

**Value delivered**

Value delivered to the client based
on customer feedback and
other measures

**Market impact**

**Leaders**

**Major Contenders**

**Aspirants**
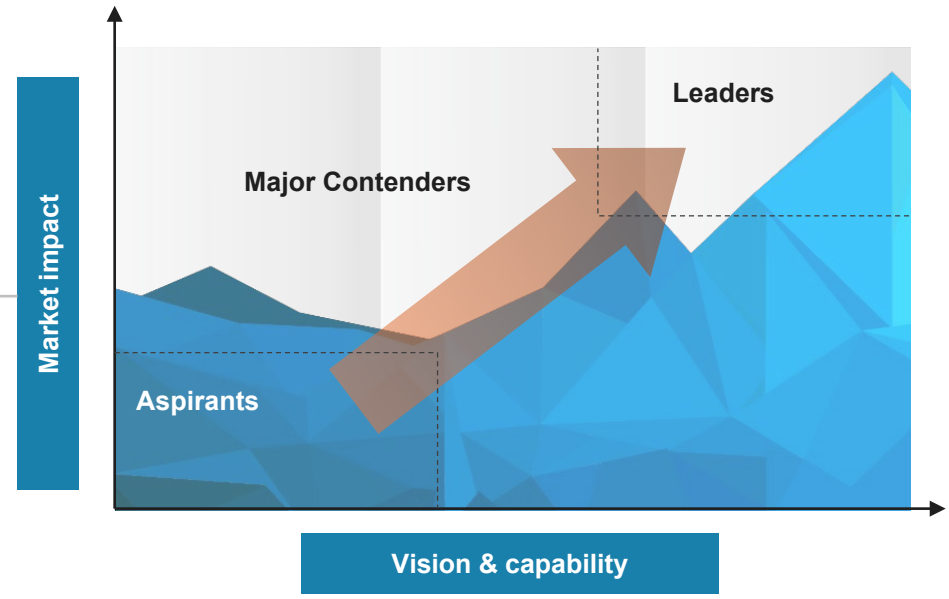
**Vision & capability**

Measures ability to deliver products successfully.
This is captured through five subdimensions

| **Vision and strategy** | **Technology capability** | **Flexibility and ease of deployment** | **Engagement and commercial model** | **Support** |
|---|---|---|---|---|
| Vision for the client and itself; future roadmap and strategy | Technical sophistication and breadth/depth across the technology suite | Configurability/customize-ability, hosting and tenancy, integration, governance, and security and compliance | Progressiveness, effectiveness, and flexibility of engagement and commercial models | Training, consulting, maintenance, and other support services |

# FAQs

**Does the PEAK Matrix® assessment incorporate any subjective criteria?**
Everest Group's PEAK Matrix assessment adopts an unbiased and fact-based approach (leveraging provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information). In addition, these results are validated / fine-tuned based on our market experience, buyer interaction, and provider/vendor briefings

**Is being a "Major Contender" or "Aspirant" on the PEAK Matrix, an unfavorable outcome?**
No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition

**What other aspects of PEAK Matrix assessment are relevant to buyers and providers besides the "PEAK Matrix position"?**
A PEAK Matrix position is only one aspect of Everest Group's overall assessment. In addition to assigning a "Leader", "Major Contender," or "Aspirant" title, Everest Group highlights the distinctive capabilities and unique attributes of all the PEAK Matrix providers assessed in its report. The detailed metric-level assessment and associated commentary is helpful for buyers in selecting particular providers/vendors for their specific requirements. It also helps providers/vendors showcase their strengths in specific areas

**What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?**
- Participation incentives for buyers include a summary of key findings from the PEAK Matrix assessment
- Participation incentives for providers/vendors include adequate representation and recognition of their capabilities/success in the market place, and a copy of their own "profile" that is published by Everest Group as part of the "compendium of PEAK Matrix providers" profiles

**What is the process for a provider / technology vendor to leverage their PEAK Matrix positioning and/or "Star Performer" status ?**
- Providers/vendors can use their PEAK Matrix positioning or "Star Performer" rating in multiple ways including:
  – Issue a press release declaring their positioning. See citation policies
  – Customized PEAK Matrix profile for circulation (with clients, prospects, etc.)
  – Quotes from Everest Group analysts could be disseminated to the media
  – Leverage PEAK Matrix branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)
- The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with the designated POC at Everest Group.

**Does the PEAK Matrix evaluation criteria change over a period of time?**
PEAK Matrix assessments are designed to serve present and future needs of the enterprises. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality as well as serve the future expectations of enterprises

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