



Teradata Winner of CRM Magazine 2003 CRM Market Leader Award; Teradata's Analytic Capabilities Receive Top Honors in Vendor Category

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NEW YORK, Aug 27, 2003 (BUSINESS WIRE) -- Teradata, a division of NCR Corporation (NYSE:NCR), announced it has received CRM Magazine's 2003 Customer Relationship Management (CRM) Leaders award during DCI's Customer Relationship Management Conference & Exposition, held this week at the Jacob K. Javits Convention Center.

"In an increasingly competitive global landscape, it is crucial for companies to differentiate themselves in the eyes of their customers. To do this a company must have a deep understanding of those customers, and that is where Teradata excels," said Heather Anderson, assistant vice president of customer management, Teradata. "Our powerful customer management solutions give our clients the ability to create and optimize customer communications across all channels and over time, so they can reach the right customers at the most opportune moment with the best message or offer to continuously enhance the value of the relationship to the customer and the business."

The CRM Leader Awards recognize superior overall performance in three areas: return-on-investment excellence in customer companies, individual achievement and vendor leadership. Under the vendor leadership category, the CRM Market Leader awards ranks the top five companies in five categories - enterprise suite CRM, mid-market suite CRM, analytics, CRM consulting firms and contact center outsourcers - based on a combination of weighted criteria including revenue, revenue growth, market share, customer wins and reputation for customer service. Teradata's Market Leader award recognizes the company's superior performance in the analytics category.

The award also recognizes those firms that have been innovators and leaders in their category over the past 12 months and are likely to continue to play a major role in their respective marketplace in years to come.

About Teradata Division

Teradata, a division of NCR Corporation (NYSE:NCR), is the global leader in enterprise data warehousing and enterprise analytic technologies and services. For more information, visit www.teradata.com.

About NCR Corporation

NCR Corporation (NYSE:NCR) is a leading global technology company helping businesses build stronger relationships with their customers. NCR's ATMs, retail systems, Teradata(R) data warehouses and IT services provide Relationship Technology(TM) solutions that maximize the value of customer interactions. Based in Dayton, Ohio, NCR (www.ncr.com) employs approximately 29,500 people worldwide.

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