



NII Holdings Selects Teradata Profitability Analytics Solution

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Nextel Mexico, a subsidiary of NII Holdings, implements Teradata Value Analyzer(TM), Churn Predictive Modeling and CRM Campaign Management to enhance business performance

Nextel Mexico, a subsidiary of NII Holdings, Inc. (Nasdaq:NIHD), a leading provider of fully integrated digital wireless communications in Latin America, has selected the Teradata(R) Profitability Analytics solution from Teradata, a division of NCR Corporation (NYSE:NCR), including Teradata Value Analyzer(TM), which measures current customer profitability. The Teradata Profitability Analytics solution runs in conjunction with Churn Predictive Modeling and Customer Relationship Management (CRM) Campaign Management solutions on Nextel Mexico's existing Teradata(R) data warehouse.

Teradata Value Analyzer and Teradata Predictive Churn Models analyze the data in the data warehouse to determine customer-account profitability. This knowledge can then be applied to marketing efforts and customer communications using Teradata CRM Campaign Management.

"We will now be able to measure our success on a per-user basis, accounting for revenue contributions and actual costs for each customer account," said John McMahon, vice president of business operations, NII Holdings, Inc. "NII is committed to delivering the most efficient integrated wireless communications to business users. The information acquired through Teradata will allow us to continue delivering that promise and to develop products, services and pricing in line with what our customers demand."

"Detailed customer profitability metrics are increasingly important to companies to make confident CRM decisions to increase retention of high-value customers, increase current customer revenue and for better alignment of products, services and resources," said David Hawley, telecommunications software strategies analyst for The Yankee Group. "A customer-behavior-based profitability application should measure value through components of income and expense at a customer activity level. Companies who have already invested in data warehousing are likely to have a technology infrastructure to analyze customer behavior and calculate profitability metrics."

Teradata Profitability Analytics positions companies to proactively manage their business. It enables companies to know which customers provide the greatest contributions to their bottom line today, so they can design marketing campaigns, develop offers and align products and services to drive higher account profitability, resulting in a larger base of higher-value customers for the future. "NII Holdings is setting a new standard for customer profitability and management in the communications industry," said Bob Fair, chief marketing officer, Teradata.

About NII Holdings, Inc.

NII Holdings, Inc., a publicly held company based in Reston, Va., is a leading provider of mobile communications for business customers in Latin America. NII Holding, Inc. has operations in Mexico, Brazil, Argentina and Peru, offering a fully integrated wireless communications tool with digital cellular service, text/numeric paging, wireless Internet access and Nextel Direct Connect(R), a digital two-way radio feature. NII Holdings, Inc. trades on the Nasdaq market under the symbol NIHD. Visit the company Web site at <http://www.nii.com>.

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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