



## Teradata Fortifies Its Solution Portfolio for the Manufacturing Industry

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SEATTLE--(BUSINESS WIRE)--Sept. 25, 2003--Teradata, a division of NCR Corporation (NYSE:NCR), today announced a significant enhancement to its manufacturing industry offering during PARTNERS, the company's 17th annual user group conference. The Manufacturing Logical Data Model (MLDM) 2.0 is available immediately and includes new data elements and new subject areas that improve Teradata's ability to rapidly deliver enterprise data warehouse solutions to customers.

The MLDM 2.0 provides a blueprint for building an enterprise data warehouse that spans critical business process areas including supply chain management, financial management and customer management. It also expedites time-to-value while creating a consistent view of the data across the enterprise.

"We know that being able to cross-functionally analyze atomic-level data from all the disparate information stovepipes in an enterprise allows customers to answer unique business questions at the deepest level, while at the same time enabling them to use key performance indicators to measure and better manage their business," said Dan Odette, Teradata vice president of manufacturing industry marketing. "Today, that data is scattered across enterprise resource planning, manufacturing enterprise and customer relationship management (CRM) systems. As a foundation for a data warehouse, the MLDM 2.0 expedites time-to-value by serving as a pre-designed roadmap that companies can utilize when building and designing their data warehouse while creating a consistent view of the data across the enterprise. Customers can truly integrate and use their detailed data to drive more value."

In addition to expanding on many of the subject areas in the original release, the MLDM 2.0 has added focus to four key process areas for manufacturers - production, logistics, procurement and order fulfillment.

The MLDM 2.0 complements and fully supports the Teradata(R) Supply Chain Intelligence solution, which provides analytical software and services to support greater inventory visibility, cycle-time improvements and both procurement and fulfillment optimization.

The Teradata manufacturing solution portfolio addresses customer needs in a range of vertical manufacturing segments, including automotive, consumer packaged goods, high-tech and pharmaceutical industries. Other solutions in the portfolio include Teradata CRM, Teradata financial management and a data mart consolidation solution. Teradata supports its solution portfolio with a range of professional and consultative services.

### 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](http://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](http://www.ncr.com)) employs approximately 29,500 people worldwide.

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