



Teradata Announces Platform to Build Applications Faster

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New software platform simplifies application development and deployment, enables faster prototyping and helps extend component-based analytics across the enterprise

Teradata, a division of NCR Corporation (NYSE:NCR), today announced the "beta" availability of its new Teradata(R) Application Platform 1.0. A rapid development and deployment solution for enterprise data applications, the Teradata Application Platform helps companies with a Teradata warehouse build applications from predesigned components and make them available to a wide range of users.

"Many companies are eager to unlock the data in their Teradata data warehouse by building or buying Web-based applications to address business opportunities," said Michael DeBrosse, vice president of solutions marketing at Teradata. "We are seeing a revolutionary industry shift in how people are building applications that are based on service-oriented architectures, enabled by Web services standards that can leverage the power of the Teradata warehouse."

The Teradata Application Platform provides businesses three advantages. First, it accelerates application development by using prebuilt software components like user log-in, authentication, query management or components that are analytic in nature. Reusing an existing component enables applications to be built faster and more reliably.

For example, an analytic component built to evaluate customer profitability can be used by a customer relationship management application to identify the most profitable top 10 percent of customers to help plan the next marketing campaign. It might also be used by a customer service application to rank the most profitable customers, so those who use the call center get the best service and fastest response times. When making revenue projections, the finance group may use the analytic component to compute five-year trends comparing the most profitable customers' purchases against the least profitable customers' purchases.

Second, the platform has been built to conform to common Web services development standards like Extensible Mark-up Language (XML), Universal Discovery, Description and Integration (UDDI) registries and Simple Object Access Protocol (SOAP) messages. "Because we use common standards, businesses can be more creative and productive," said DeBrosse. "They can quickly build prototype applications to explore business problems. The Teradata Application Platform includes tools for accessing and interpreting data that may exist in other business systems, so their data may also be used during application prototyping."

Finally, the Teradata Application Platform simplifies the deployment of role-based data warehouse applications. Roles are used to provide users a view or access to an appropriate set of applications. Once new applications have been developed, all users with appropriate permissions can use them.

DeBrosse notes that in discussions with potential early-adopting customers, he found many who are interested in enhancing the power of their data warehouses. "They are exploring service oriented architecture approaches to re-engineering their application portfolio and are very excited about the direction Teradata is taking. It offers them the opportunity to accelerate application development, widen the set of applications they're building and deploy those applications to a much wider set of business users."

Based on J2EE, the Teradata Application Platform will run on three standard application server platforms -- JBoss, WebSphere and WebLogic. The Teradata Application Platform is now in beta testing and will be generally available for customers in the first quarter of 2004.

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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CONTACT: NCR Corporation
Teradata Division
Dan Conway, 858-485-3029
dan.conway@teradata-ncr.com

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