Teradata Launches Enhanced Logical Data Model to Help Communications Service Providers Better Manage Non-Traditional Data

September 25, 2003 at 2:31 PM EDT

SEATTLE--(BUSINESS WIRE)--Sept. 25, 2003--Teradata, a division of NCR Corporation (NYSE:NCR), today announced the newest version of its Teradata(R) Communications Logical Data Model (cLDM), cLDM 7.0. The enhanced model supports both wireless and wireline environments and provides a single, integrated data management foundation for handling the increasing complexity and volume of data. Teradata's cLDM 7.0 was developed exclusively for the communications industry and is backed by more than 17 years of hands-on experience with some of the world's largest communications service providers (CSPs).

"We've taken an industry-leading data model and extended it into the future. The growing demand for sending photos over the phone, streaming video and enhanced messaging makes it vital for telecommunications companies to offer a full array of non-traditional services," said Al Schuetz, vice president of communications industry marketing at Teradata. "To compete effectively, companies must capture data from new sources of transactions and integrate that information with traditional business data. The ability to capture and analyze information from across the network is needed to better compete when new services are introduced."

The enhanced cLDM ties all enterprise information together -- customer events, accounts, contracts, product and service offers, sales channels, revenue, usage, costs, network and campaign costs, network usage, mobile web pages and more. A new feature with this release enables enterprise financial management.

The enhanced model serves as a roadmap for helping CSPs better organize and manage the new data streams from hand-held devices and cell phones that will blend traditional voice services with a whole new generation of e-business products. Teradata's cLDM 7.0 supports traditional services like short message service (SMS) and prepaid wireless, as well as a growing list on non-traditional services including enhanced messaging service (EMS) and multimedia messaging service (MMS), m-commerce, e-mail and streaming media.

"Teradata cLDM 7.0 provides operators with a tool to manage this complex billing environment, target segmented accounts and develop tailored marketing campaigns -- and harness the power of enterprise-wide analytic data. It offers a wealth of customer- and operations-management improvements that will help drive better decision-making," said Schuetz.

Teradata has a proven track record, serving 10 of the largest 13 global communications companies. With Teradata cLDM 7.0, CSPs can ask questions like:

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    --  What products are being purchased in what regions?

    --  Which content providers and value-added service providers are
        providing the highest and lowest commissions to the CSP on
        their products?

    --  What is the percentage of m-commerce transactions that are
        billed by the CSP?

    --  What percentage is billed directly to a credit card or other
        direct payment method?

    --  What percentage of total mobile usage do SMS messages
        represent? EMS? MMS?

    --  What are the top 10 handsets in terms of the number of 3G
        services they support ranked by handset price? What is the
        most commonly owned handset?

    --  What is the most and least common 3G functionality supported
        on handsets by manufacturer?

    About Teradata Division
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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 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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