



Teradata Upgrades Enable SUPERVALU's Data Warehouse to Provide Information on Demand; Retail and Distribution Businesses Benefit from Single Data Source

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SAN FRANCISCO--(BUSINESS WIRE)--March 1, 2004--Teradata(R), a division of NCR Corporation (NYSE:NCR), has provided SUPERVALU INC., one of the largest companies in the U. S. grocery channel, with upgrades to its data warehouse system. As a result, SUPERVALU is consolidating its account reporting and category management systems for individual banners into a single data source, providing business users with the information needed to quickly respond to market changes.

"Rather than have multiple systems and databases across our company, we positioned the Teradata(R) data warehouse to be the single source of information. It provides an accurate view of both the distribution and the retail parts of our business," said Bob Borlik, SUPERVALU senior vice president and chief information officer.

SUPERVALU's data warehouse supports its full range of merchandising and financial reporting applications, including daily information on shipments, point-of-sale data and direct-store-delivery data, as well as metrics on technology performance across the enterprise. The Teradata warehouse also centralizes category management and decision-making for all of the company's retail banners.

"The Teradata warehouse provides SUPERVALU with the ability to manage their business more precisely due to the consolidated view of their business," said Rob Berman, Teradata vice president of retail. "It also enables them to make real-time decisions on product assortment, pricing, merchandising and promotions in light of the potential impact on top-line sales or bottom-line profit. SUPERVALU upgraded their Teradata data warehouse to accommodate the significant growth in users, applications and data that they have been experiencing as they expand its usage throughout their business."

About SUPERVALU

SUPERVALU INC. (NYSE:SVU), a Fortune 100 company, is one of the largest companies in the United States grocery channel. With annual revenues approaching \$20 billion, SUPERVALU holds leading market share positions with its 1,451 retail grocery locations. In addition, through SUPERVALU's diverse logistics network, the company provides distribution and related logistics support services across the nation's grocery channel. For more information, visit www.supervalu.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 29,000 people worldwide.

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