# Record Number of Teradata Customers Flock to World's Largest Data Warehousing Conference

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DAYTON, Ohio--(BUSINESS WIRE)--Sept. 17, 2004--More than 2,500 attendees, including data warehousing and analytical applications customers and others interested in Teradata, a division of NCR Corporation (NYSE:NCR), will come together at the 18th PARTNERS User Group Conference and Expo, the world's largest data warehousing event, October 10-14 at the Washington State Convention and Trade Center in Seattle.

In this, Teradata's 25th anniversary year, registrations by customers and prospects to date have exceeded those of any previous user conference, indicating that interest in enterprise data warehousing and enterprise analytics continues to grow as customers seek innovative ways to realize value from their investment in Teradata.

Attendees from over 40 countries will participate in more than 185 educational sessions on customer best practices, industry issues and Teradata products.

Among the 52 customers scheduled to present are AT&T Wireless, American Red Cross, Bank of America, Barclays Bank Plc, British Airways, FedEx, Ford Motor Company, Hudson's Bay Company, ICICI Bank (India), Iowa Department of Revenue, JCPenney, Nextel (Mexico), Office Depot, 3M, SBC, Sainsbury's Supermarkets, Southwest Airlines, Tesco Stores Ltd., Travelocity, Verizon, Victoria's Secret Direct, Vodafone Germany and Wells Fargo & Company.

More than 200 customers will participate in an Executive IT Track featuring case histories as told by the chief information officers of Lowe's, eBay and Harrah's along with other industry experts. There will be special industry forums to discuss issues related to the banking/insurance, communications, government, health care/life sciences, manufacturing, retail, transportation and travel industries.

Keynote speakers include Mark Hurd, president and chief executive officer of NCR Corporation, who will address how companies can improve their return on decision-making by transforming data into intelligence for competitive advantage, and Mike Koehler, senior vice president of Teradata, who will focus on Teradata's strategic initiatives enabling customers to drive growth and increase business value from an integrated data foundation.

"Companies today are moving enterprise analytics to the top of their priority lists," said Bob Fair, Teradata's chief marketing officer. "Teradata customers are the best in the world at integrating enterprise data to make better, faster decisions to drive competitive differentiation. Teradata customers will share their experiences at what has become the world's largest data warehousing conference. An increased interest in enterprise analytics is fueling record attendance."

For the complete conference program and online registration visit www.ncrpartners.com.

About Teradata Division

Teradata, a division of NCR Corporation (NYSE:NCR), is the global technology leader in enterprise data warehousing, analytic applications and data warehousing services. Organizations around the world rely on the power of Teradata's award-winning solutions (www.teradata.com) to get a single, integrated view of their business to enhance decision-making, customer relationships and profitability.

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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