Teradata First to Provide Breakthrough Business-Intelligence Capability from a Centralized Data Warehouse

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Increases Traditional Decision-Support Performance and Integration into the Enterprise, Expands Warehouse with Sophisticated Event Detection

SEATTLE, Oct 11, 2004 (BUSINESS WIRE) -- Teradata, a division of NCR Corporation (NYSE:NCR), announced the availability of Teradata(R) Warehouse 8.0, which boosts the performance of traditional decision-support capabilities with enhanced integration into the enterprise. In addition, Teradata is the first to support thousands of users throughout the enterprise with breakthrough business-intelligence capability delivered from both traditional analytical applications and new operational analytical applications that run on a single, integrated data warehouse.

"Teradata Warehouse 8.0 is a promise fulfilled for companies seeking advanced business intelligence only possible by integrating data from historic trends with real-time actions," said Stephen Brobst, chief technology officer at Teradata. "Teradata is well-positioned to provide capabilities for strategic decision support, as well as for pushing actionable business intelligence to front-line customer service representatives."

Teradata Warehouse 8.0 is an integrated suite of data warehouse software, hardware and consulting services that have been optimized for decision support. From a single platform updated in near real-time, Teradata now enables businesses to run new powerful operational analytical applications while continuing to run their existing strategic analytical applications. These new applications can continuously monitor, detect and take decisive action that's been enhanced with business intelligence, at the time the event occurs. This event-detection capability, with the integrated business intelligence, is the foundation on which business applications and business processes will be built to provide automated decision-making.

For example, a customer transaction is loaded into the company's enterprise data warehouse in near real time. A trigger identifies that the transaction is a returned order of a major product marked with a "defective" return code. A comprehensive analysis is initiated that looks at information about the customer's past purchases, his or her value to the company, product preferences, alternative products to the defective product and current inventory levels to develop business intelligence about this customer and the products.

Based on this business intelligence, the analysis identifies a better, alternative product and an offer is created with a 20 percent discount. The offer is pushed out from the company's enterprise data warehouse to a call center where a customer-service representative is instantly alerted. An outbound call is made to the customer with an apology for the poor experience and the new customized offer with a 20 percent discount.

"The integration of data from historic events with real-time events is the foundation for advanced business intelligence," said Charles Garry, senior program director at META Group, a leading provider of IT research, advisory services and strategic consulting. "This is an emerging market trend; more and more companies are using this business intelligence to support their decision-making."

According to Brobst, this is a significant advancement because of the breadth of activities that are performed within a single warehouse. The near real-time loading of the data, the triggered event, the analytical analysis, deployment of the offer or action and the integration of the offer or action into the enterprise can all be done on the same platform with a single copy of the data. Concurrently, businesses can run the traditional data warehouse workload to identify preferred customers, targeted marketing programs, market basket analysis, product forecasting analysis and other related analysis on years of historical data.

Teradata Replication Services is a new feature of Teradata Warehouse 8.0 that provides the ability to automatically capture real-time changes in the database and synchronize multiple Teradata databases ensuring that data is protected in the event of an outage.

As new operational analytical applications become deployed throughout the organization, many are becoming "mission critical." To meet the business continuity requirements of mission-critical applications, Teradata has developed the Teradata Dual Active Solution. Supported by Teradata Replication Services, Teradata Dual Active Solution enables companies to deploy a second geographically dispersed system as a part of their production environment, which allows users and applications to access both systems simultaneously. It is an efficient use of resources for both systems to be active and available to the company as opposed to traditional backup systems which require redundant, expensive systems to sit idle until recovery is required. This provides business continuity during an outage, while also providing workload sharing when both systems are operational, providing a compelling return on investment.

"Teradata provides the capability to scale an enterprise data warehouse so that it provides for an unlimited number of concurrent users to perform an unlimited number of simple and complex queries - with linear performance characteristics," said Brobst. "Teradata's market-leading architecture and consistent performance are a stable foundation on which business can build and easily manage an enterprise data warehouse."

The key components of Teradata Warehouse 8.0 include the flagship Teradata Database V2R6.0, Teradata Tools and Utilities 8.0 and the NCR 5380 Server. These components are accompanied by Teradata applications, partner applications and Teradata Global Consulting Services.

The patent-pending Teradata Global Consulting Services data warehousing methodology has been updated to reflect the impact of innovative business processes enabled by Teradata Warehouse 8.0. Teradata Global Consulting Services also provides workshops for existing Teradata customers to ensure that they are leveraging the latest Teradata Warehouse 8.0 enhancements to realize maximum return on their data warehousing investment.

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 and help organizations create a stronger competitive position. Based in Dayton, Ohio, NCR (www.ncr.com) employs approximately 29,000 people worldwide.

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