



Teradata Launches New Suite of Solutions for the Gaming Industry; Technology Grows Top and Bottom Lines by Giving Business Users Better Information Faster

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SEATTLE--(BUSINESS WIRE)--Oct. 12, 2004--Teradata, a division of NCR Corporation (NYSE:NCR), has announced the first enterprise data warehouse and business intelligence solution specifically for the gaming and resort industries. The Teradata(R) Solutions for Gaming help gaming companies base their business decisions on more robust data, make more effective offers to patrons, establish one view of the patron across the enterprise, identify trends faster, reduce attrition and capture a greater share of the patron's gaming wallet.

For decades, even the most innovative gaming companies suffered due to disparate systems that hindered real-time analysis and timely decisions, which, in turn, inhibited optimal patron service and reduced operational efficiencies. Still today, an incomplete view of patron activity and value also results in low marketing response rates and comparatively high promotional costs. Equally important, the lack of data standardization leads to detailed analysis challenges and the inability to determine payback period and return on investment.

"Casino operators have traditionally lacked the ability to record their customers' activities throughout the enterprise, including casino, hotel, food and beverage, point-of-sale and so on. This has limited the effectiveness of the offers they make to customers and resulted in less-than-optimal operational performance and reduced return on marketing investments," explained Rob Fier, a gaming industry consultant who worked closely with Teradata on the development of the business case for the new gaming-specific solution offerings built on the Teradata technology.

The Teradata suite of solutions for the gaming industry starts with the Enterprise Data Warehouse that provides a single, integrated view of all the gaming business's operations. The Teradata data warehouse combines high-performance database technology, a full suite of data access and management tools, robust data mining capabilities and world-class scalable hardware. The suite also includes:

- Teradata Customer Relationship Management (TCRM) for Gaming - Delivers personalized offerings at various touch points in near real time.
- Teradata Gaming Decisions - Provides an enterprise-wide ability to consolidate and communicate data from disparate systems and helps improve decisions regarding gaming revenue optimization, operational efficiencies, budgetary expectations and price optimization.
- Teradata Advanced Gaming Analytics - Allows gaming companies to quickly and accurately identify individual and market trends so they can act on them before opportunities are lost. It also supports proof of concept initiatives focused on real-world business scenarios.

In addition to these applications, Teradata offers its Role-Based Decisioning Workbench, which provides visual monitoring controls based upon user-configurable dashboards, as well as Professional Services, Customer Services and Customer Training.

"Our new offering gives gaming companies a single view of their business, which helps managers make better, faster decisions by providing the analytical and operational solutions needed to turn transaction data into timely, actionable information. It is a comprehensive solution that delivers actionable information and provides superior business intelligence," said Rob Berman, vice president of retail and hospitality for Teradata.

"Teradata technology is proven and powerful, well suited to meet the needs of the competitive gaming environment today and in the future."

Berman reports that one gaming company, using the Teradata solution to gain a clearer view of patrons' interests and create incentives that encourage customers to visit, has succeeded in increasing its share of wallet among gamers from 35 percent to 43 percent. Others are leveraging their organizations' data for analysis and decision-making enabling them to gain a competitive advantage.

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. NCR (www.ncr.com) is based in Dayton, Ohio.

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