Teradata and IRI to Deliver Integrated Data, Analytics and Business-Performance Management Solutions to CPG Industry

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Relationship to support higher in-stocks, lower inventory levels and reduced overall supply-chain costs for CPG manufacturers

DAYTON, Ohio & CHICAGO, Mar 15, 2005 (BUSINESS WIRE) -- Teradata, a division of NCR Corporation (NYSE:NCR), and Information Resources, Inc. (IRI) announced an agreement to provide consumer packaged goods (CPG) companies with data management and business-performance management solutions to support supply- and demand-chain activities including improved category and assortment planning, vendor-managed inventory and sales and marketing analysis using daily customer-transaction information.

"This partnership brings together two of the strongest players in the consumer products industry who truly understand the power of demand signals within a demand-driven supply network framework," said Kara Romanow, research director, AMR Research. "The combination delivers a demand signal repository with powerful analytics and data out of the box."

The Teradata warehouse in combination with IRI's workflow and decision-support applications will enable CPG companies to combine all sources of point-of-sale data - including data directly shared by retailers, in addition to IRI and other syndicated market information - with order, shipment, invoice, trade promotions, financial and other enterprise data.

Retail point-of-sale data has the potential to deliver exponential value if it is used outside of the sales and marketing functions by groups such as operations, supply chain and manufacturing.

"CPG companies are striving to provide better support to their retail customers by rapidly responding to demand signals. With Teradata and IRI, they can now drive their business with the same analytic power that the world's largest retailers use," said Dan Odette, vice president of Teradata Global Industry Consulting. "The combination of the Teradata warehouse and our expertise in data modeling with IRI's real-time market information, advanced analytics and decision-support solutions will enable manufacturers to analyze their data down to the individual-item and retail-outlet level."

This agreement provides the foundation to make that access a reality, which will lead to better retail execution through improved in-stock positions, lower inventory levels, reduced overall supply-chain costs and reduced or controlled costs associated with trade promotions.

"Many of the industry's largest manufacturers already use Teradata to analyze their customer transaction information, providing a natural connection between Teradata's warehousing capabilities and IRI's business-performance management solutions," said Bill Nowacki, president of IRI's Business Performance Solutions Group. "Joint customers will benefit in an immediate way by using the analysis and tools provided through this relationship."

Teradata and IRI are already working with several customers who are early adopters of the offering, which will be generally available in the second quarter of 2005.

About Information Resources, Inc.

Information Resources, Inc. (IRI) is the leading global provider of enterprise market information solutions for the CPG, retail and health-care industries. IRI is the first company to leverage the power of real-time market information, advanced analytic insights and enterprise performance management technology to improve the profitability and operational effectiveness of the world's leading CPG, retail and health-care companies. The company uniquely provides a total view of the market, enabling maximum business performance throughout the enterprise. IRI's solutions make the consumer-driven, real-time enterprise possible. More information is available at www.infores.com.

About Teradata Division

Teradata (www.teradata.com), 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 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 28,500 people worldwide.

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