



## **AIS Increases Business Intelligence with Teradata Enterprise Solution; Consolidation of Legacy Databases Will Support Dynamic Business Units and Subscriber Growth**

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BANGKOK, Thailand--(BUSINESS WIRE)--May 10, 2005--Teradata, a division of NCR Corporation (NYSE:NCR), today announced that Advanced Info Service Public Company Limited (AIS) has embarked on an enterprise business intelligence program using the industry-leading Teradata(R) Enterprise Data Warehouse (EDW) infrastructure. This new program will migrate critical customer information of AIS's 2 million-plus post-paid subscribers from legacy databases to a single Teradata platform, helping enable AIS to increase its customer relationship management efforts.

This migration is the first phase of critical information transfer and management, which is aimed at supporting AIS' dynamic business units and continued subscriber growth. The next implementation phase will focus on driving more benefits from the Teradata EDW infrastructure.

Khun Arpattra Sringkarrinkul, executive vice president of solutions at AIS, said, "Consolidating our existing data warehousing platforms will provide considerable cost savings across our business units. We will also realize increased value through improving access to vital information on our post-paid subscribers for our marketing and other AIS business units. This activity has already enabled us to accelerate our marketing campaign activities and is enabling better, faster decision-making across the entire business."

The first phase of the project will focus on consolidation of existing data warehouse systems from other suppliers. Moving to an enterprise data warehouse approach will help support numerous business intelligence functions, including analysis reports, closed-loop marketing, enhanced customer management analysis, complex analysis of post-paid revenue and settlement analysis and reporting requirements.

Dean Kelly, Teradata general manager for Southeast Asia, said, "Teradata is delighted to extend our relationship with AIS, and we look forward to helping them drive additional business value through better serving their customers and being able to respond quickly to market changes. Building and implementing a successful EDW architecture requires confidence, business contribution and vision - all items clearly evident at AIS."

### **About AIS**

Advanced Info Service Public Company Limited (AIS) is the largest mobile phone company in Thailand. Their core business is the dual-band mobile phone network operator, consisting of 900 MHz and 1800 MHz mobile phone network operator. Currently, AIS has more than 15 million subscribers - over 2 million post-paid and 13.5 million pre-paid subscribers - and continuing to grow in Thailand market aggressively.

### **About Teradata Division**

Teradata ([www.teradata.com](http://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](http://www.ncr.com)) employs approximately 28,000 people worldwide.

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