



NCR's Customer Power 5.0 Uses Real-Time Customer Data to Maximize E-Marketing Effectiveness; ``Live" Data from Multiple Customer Touchpoints Enables Businesses to Continually Fine-Tune Their Message and Improve Marketing Effectiveness

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DAYTON, Ohio--(BUSINESS WIRE)--June 2, 2005--NCR Corporation (NYSE:NCR) is opening new possibilities for businesses to deliver personalized e-messaging that is relevant to each customer's individual needs. Customer Power 5.0, NCR's online marketing solution, combines the marketing experience of leading retailers, financial institutions, catalogers and suppliers with NCR's advanced customer analytic software, self-service technology and e-Commerce hosting capabilities. The resulting solution enables e-marketers to draw from multiple databases to individualize the offer to each customer, deliver it across multiple channels and fine-tune the message based on the "live" customer response.

According to Greg Hanson, NCR e-Commerce solutions general manager, "Customer Power 5.0 provides marketers with a continuous loop of customer transaction information and feedback. This data can be drawn directly from a wide variety of online or offline databases and customer interaction points including ATMs, retail checkouts, Web sites, customer call centers, bank branches and kiosks. Advance analytics are then applied to facilitate customer insight, giving businesses the information they need to personalize their offer to each customer's individual needs and wants."

The resulting message can then be delivered in a coordinated manner across multiple customer communication channels. Just as importantly, because the solution has the ability to draw information from live data sources, the customer's reaction can be tracked automatically and the offer further customized to reflect that response.

Early users of Customer Power 5.0 have already applied creative marketing techniques to take advantage of these capabilities. For example, a major retailer uses Customer Power 5.0 to draw data from its bridal registry to create a comprehensive lifecycle marketing campaign. When there is a sale on a preferred brand, the couple can be notified directly via e-marketing, alerted via a Web banner, or given a cash register coupon when they next visit the store. In another example, a major telecommunications company uses the application to generate low-cost, direct-mail catalogs that show only those accessories designed to work with each customer's specific cellular phone model.

"Customer Power 5.0 allows us to better serve the needs of our clients across multiple marketing channels," says Angela Lisa-Crouse, vice president of marketing for Paul Fredrick Menstyle. "NCR thinks outside the box and beyond the day-to-day. They've taken the time to understand our business and our business goals. We feel extremely fortunate to have such a solid partner."

Customer Power 5.0 is currently available as a licensed product or as an NCR hosted, outsourced solution. The outsourcing option allows businesses to leverage NCR's resources to quickly launch and adapt marketing campaigns, with the option of bringing it in-house at a future date. More information on Customer Power 5.0 is available at www.ncrcommerce.com.

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 28,000 people worldwide.

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CONTACT: NCR Corporation
Nancy Berry, 937-445-9818
nancy.berry@ncr.com

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