



## **DaimlerChrysler Services Picks Teradata for Enterprise Data Warehouse**

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DAYTON, Ohio, Sep 13, 2005 (BUSINESS WIRE) -- Teradata, a division of NCR Corporation (NYSE:NCR), announced today that it has been selected to implement a suite of hardware, software and professional services for DaimlerChrysler Services North America LLC, the financial services unit of DaimlerChrysler AG (NYSE:DCX).

Teradata was chosen to be a strategic partner for the DaimlerChrysler Services (DCS) initiative called "Single Point of Truth" (SPOT), which will dramatically enhance information access for DCS business leaders and key decision-makers throughout North and South America.

"Our business objective is to provide the DaimlerChrysler Services management team with a single, enterprise-wide view to all of our data," said DCS Chief Technology Officer Chris Diener. "Teradata was chosen based on its strong industry references in managing enterprise data warehouses larger than 20 terabytes and because they offer a very tightly integrated suite of technologies that make this type of challenge easier to handle."

The SPOT project is focused on addressing several key DCS information technology challenges including difficulty generating consolidated reports from data stored in over 50 different operational systems, limited ad-hoc query capability due to minimal online historical data retention, high dependence on technical experts to gather and extract information and high technology costs from having to move and store redundant data in dozens of local reporting data marts.

Teradata, which has had a presence in the automotive and automotive finance industry for several years, sees the selection by DaimlerChrysler Services as a milestone for the company.

"Our work for DaimlerChrysler Services will further expand Teradata's footprint in the automotive and automotive financing industry," said Mike DiNunzio, Teradata vice president for the manufacturing industry. "Our systems are being set up to support the SPOT initiative and provide value at every stage."

### **About DaimlerChrysler Services North America LLC**

DaimlerChrysler Services North America LLC provides brand-specific financing for automotive dealers' inventories and their retail consumers and does business as Chrysler Financial and Mercedes-Benz Credit. As DaimlerChrysler Services Truck Finance it also finances commercial vehicles for affiliate products such as Freightliner, Sterling and Western Star. The company serves as the headquarters for the operations in the United States, Canada, Mexico, South America and Puerto Rico and has over 5,800 employees who manage a portfolio of more than \$95 billion with nearly five million contracts. DaimlerChrysler Services North America is a member of the DaimlerChrysler Financial Services Group, headquartered in Berlin, Germany, which operates in 39 countries with an employee base exceeding 11,000 and a global portfolio of \$139 billion. The DaimlerChrysler Financial Services Group is one of the world's leading financial services organizations.

### **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 28,300 people worldwide.

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