



hhgregg Launches Teradata Data Warehouse to Provide Foundation for Enterprise Infrastructure Transformation

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INDIANAPOLIS--(BUSINESS WIRE)--Sept. 15, 2005--hhgregg, a leading consumer electronics and appliances retailer operating in the Midwest and Southeast, today announced the deployment of an active enterprise data warehouse from Teradata, a division of NCR Corporation (NYSE:NCR). The new system, combined with Teradata's Retail Logical Data Model, Teradata Retail Decisions, Teradata Insight Workbench and other third-party solutions, was implemented to create a foundation for hhgregg's enterprise transformation initiative and enable continued store and sales growth.

hhgregg is replacing a legacy reporting system to provide a single version of the truth for the entire business. A team of hhgregg and Teradata professionals modeled the data, developed the metrics, designed the reports and the workbench and built and loaded the data warehouse within a six-month period. Business users are now being alerted in real time and are able to drill into the data and alerts and take informed action.

"We needed a true active enterprise data warehouse as the central repository for all of our data to position the company for solid growth. Teradata is providing us with that platform. Teradata built a strategy for implementation around our "Crawl, Walk, Run" philosophy of process change," said Robert Ellison, chief information officer of hhgregg.

"We chose Teradata because of the company's experience in the retail marketplace, the maturity of the Teradata Retail Logical Data Model, their track record of success in implementing retail data warehouses and because they have proven solutions that are essential to our success. This helped convince our executive team that the move was low-risk with high upside potential."

hhgregg represents the latest in a series of leading retailers drawing on the experience of the Teradata team to help implement strategic data solutions.

"Teradata is honored to be partnering with one of the country's leading appliance and consumer electronics retailers and to be providing hhgregg with the tools they need to execute their enterprise transformation and growth strategy," said Rob Berman, vice president of retail industry solutions for Teradata.

About hhgregg

Based in Indianapolis, hhgregg is one of the nation's leading retailers of home appliances and consumer electronics. hhgregg is rapidly growing and currently has 62 stores located in Indiana, Kentucky, Ohio, Tennessee, Georgia, North Carolina, South Carolina and Alabama. For more information, visit www.hhgregg.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 28,300 people worldwide.

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