



## **Teradata and Attensity Join Forces to Address \$23 Billion Warranty and Quality Challenge; New Partnership Showcased This Week in Partner Pavilion Booth #420 at Teradata PARTNERS User Group Conference**

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ORLANDO, Fla.--(BUSINESS WIRE)--Sept. 19, 2005--Teradata, a division of NCR Corporation (NYSE:NCR), and Attensity Corporation today announced a partnership to deliver technology that recognizes the ever-increasing demand for a warranty and quality analytics solution across the manufacturing industry. The warranty and quality solution combines Teradata's data warehouse technology with Attensity's unstructured data extraction applications to create a world-class system that leverages all available data to deliver a complete view and analysis of warranty data. Attensity will showcase its solutions in booth #420 at the Teradata PARTNERS User Group Conference, Sept. 18 - 22, 2005, in Orlando.

With the extended warranty market estimated at \$23 billion, companies have long struggled to find the best way to understand the explosion of warranty and quality data generated by a myriad of information systems. This data is critical for companies to meet increasing needs to improve product quality, reduce time to market and identify trends and patterns in the market.

"Manufacturers typically only have access to structured warranty data stored in various databases and information systems for data analysis. However, some estimates indicate that as much as 80 percent of actionable warranty information is currently stored as unstructured free-form text such as call-center narratives, field service reports, word processing documents, e-mail, surveys and other unstructured forms," said Dan Odette, vice president of manufacturing solutions for Teradata.

"The combined solution from Attensity and Teradata enables companies to transform unstructured text into table-formatted data that can easily be combined with other enterprise information in Teradata's powerful parallel relational database management system. Now enterprises can get a single, consistent view of all of their information to quickly discover new business value that would have been impossible to detect with structured data alone," said Odette.

The solution provides manufacturing companies with a detailed view of operations and transactions across the entire warranty and repair chain. By running predictive models against this data, companies can achieve a substantially deeper level of failure-cost analysis, supplier recovery and extended warranty cost-benefit analysis versus existing best-in-class solutions.

"Teradata's choice of Attensity as a preferred partner is a testament to the value offered by our text analytics software, which is a great fit for their industry-leading data warehouse and advanced analytic applications. Our combined solution enables customers to fuse structured and unstructured data into a single repository, creating exhaustive indexes of facts, that adds rich information that is hidden in unstructured text to existing data warehouses for analysis," said Craig Norris, chief executive officer of Attensity.

"Within the manufacturing industry, including durable goods and automotive industries, our collaboration improves warranty analysis, which in turn promotes efficiencies in the recall process and helps to improve product quality, which can lead to a reduction in fraudulent claims. We also look forward to addressing other vertical markets where the Attensity/Teradata solution can deliver added value to the customer," said Norris.

Norris added that an Attensity/Teradata joint sales effort will initially focus on the automotive, aerospace, high-tech and white goods sectors of manufacturing. The hospitality, retail and financial industries will also be targeted.

On Wednesday, Sept. 21, 2005, at the Teradata PARTNERS User Group Conference, Dr. David Bean, Attensity cofounder and chief technology officer, will speak on how text analytics solutions can be utilized within the manufacturing industry.

### **About Attensity**

Attensity Corporation provides innovative software applications that seamlessly integrate and analyze both structured and unstructured information for commercial enterprises and government agencies. The company's solutions are the first to fuse structured and unstructured data, enabling organizations to speed detection and response to critical events and issues that, until now, have been difficult to discover or resolve. Attensity numbers government intelligence agencies and Global 2000 companies among its customers. Attensity has been named one of FORTUNE Magazine's 25 Breakout Companies of 2005. Attensity has its corporate headquarters in Palo Alto, Calif., and a technology center in Salt Lake City, Utah. For more information, please visit [www.attensity.com](http://www.attensity.com).

### **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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CONTACT: NCR Corporation  
Teradata Division  
Keith Wiederhold, 937-445-9659  
keith.wiederhold@teradata-ncr.com  
or  
Attensity Corporation  
Stephen Hatch, 650-433-1713  
shatch@attensity.com  
or  
for Attensity  
Sterling Communications  
Kellie Jordan, 408-395-5500  
kjordan@sterlingpr.com

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