



## **Leading International Bank, BNP Paribas, Reports Positive Results Using Teradata for Multi-Channel, Event-Based CRM; Ensures Marketing Contact With the Right Customer at the Right Time With the Right Product**

October 19, 2005 at 10:30 AM EDT

MASSY, France--(BUSINESS WIRE)--Oct. 19, 2005--Teradata, a division of NCR Corporation (NYSE:NCR), announced that BNP Paribas, a leader in international banking, reported significant positive results from its retail banking program driven by the Teradata(R) Warehouse and Teradata Customer Relationship Management (CRM) portfolio of software tools that provide intelligence to the enterprise.

BNP Paribas, a multi-brand financial services group with a presence in 85 countries and 18 million customers worldwide, uses a Teradata Warehouse for marketing programs. "These new tools enable us to contact our customers at the right time, to propose them the right product," said Philippe Laulanie, head of the BNP Paribas Multi-Channel Development Department. "Our CRM project, built on the foundation of the Teradata platform, has increased customer satisfaction significantly."

BNP's data warehouse gives business decision-makers quick access to detailed data, refreshed daily, for analytical insight leading to more compelling value propositions and highly effective multi-channel, multi-step customer communications.

BNP reports that its marketing program required an enterprise-class data warehouse, updated daily, to integrate customer communication across channels including ATM, branches, call centers, Internet and direct mail. The selection of the Teradata-based solution has resulted in successful management of complex data flowing through the business, involving multiple applications and workstations.

The BNP marketing solution has been designed to place a high priority on customers' personal preferences, using advanced contact frequency and prioritization tools to ensure that customer contact is focused on the most appropriate time and channel. Customer satisfaction metrics are also integrated into communications for continuous feedback.

"We are convinced that future initiatives will extend BNP Paribas' positive business results," says Hermann Wimmer, vice president of Teradata in Europe, Middle East and Africa. "The development and evolution of marketing programs and tools at BNP illustrate the superior integration of the Teradata solution with existing applications for the implementation of a powerful and efficient platform."

Customer management teams have reported that the modeling, targeting and CRM platform as well as the event-based lead management tools are easy to use. The Teradata Warehouse supports customer segmentation models, targeted business campaigns, score models for financial products and many other forms of customer analysis useful in generating relevant and compelling customer value propositions.

On Sept. 19, 2005, Teradata introduced Teradata Relationship Manager, its next-generation solution portfolio for customer relationship management. The new solution is a browser-based application suite that builds upon the success of and will supersede Teradata CRM in December 2005.

### 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. NCR ([www.ncr.com](http://www.ncr.com)) is based in Dayton, Ohio.

NCR and Teradata are trademarks or registered trademarks of NCR Corporation in the United States and other countries.

CONTACT: Teradata Division  
NCR Corporation - U.S.  
Mike O'Sullivan, 937-445-7152  
[mike.osullivan@teradata-ncr.com](mailto:mike.osullivan@teradata-ncr.com)  
or  
Teradata Division  
NCR Corporation - Europe  
Alexandra Wenglorz, +49-211-506-1162  
[alexandra.wenglorz@teradata-ncr.com](mailto:alexandra.wenglorz@teradata-ncr.com)

SOURCE: NCR Corporation