



Zhejiang Telecom Deploys Teradata Enterprise Data Warehouse to Strengthen Enterprise Operational Analysis and Decision Support System

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Centralized Data Warehouse Platform with Advanced Data Mining
Capability Will Enable Zhejiang Telecom to Do Targeted Marketing

Teradata, a division of NCR Corporation (NYSE:NCR), announced today that Zhejiang Telecom Co. Ltd has deployed the Teradata(R) Warehouse for development of an operational analysis and decision support system. The system will offer a customer-centric, single view of the business by integrating data of more than 20 million subscribers in the Zhejiang province. The move supports Zhejiang Telecom's business plan to shift its emphasis from acquiring new customers to increasing the profitability of existing customers.

Zhejiang is a fast-developing province in China, and Zhejiang Telecom's business has undergone equally rapid growth. Offering fixed-line, Personal Handyphone System and broadband services, Zhejiang Telecom has become a leader in China's telecommunications market. It has branches in 11 cities and 62 counties within the Zhejiang province, serving a customer base that reached 20 million in May 2005.

Due to fierce competition in recent years, Zhejiang Telecom decided to strengthen its information technology infrastructure to improve the efficiency of operations and business decision-making. The company needed a powerful solution that can integrate and manage province-wide customer data as well as provide business intelligence that supports enterprise decision-making and marketing activities. After careful evaluation, Zhejiang Telecom selected the Teradata Warehouse and Teradata Warehouse Miner solution as the foundation of its operational analysis and decision support system. This made Zhejiang Telecom the first provincial company of China Telecom Corp. Ltd to adopt an enterprise data warehouse solution.

The Teradata Warehouse enables Zhejiang Telecom for the first time to integrate data from 77 source systems on 11 local networks, as well as six provincial-level source systems within the organization. It ensures automation and central management of data extract, transform and load (ETL). This integration of provincial-wide data will offer powerful support for management and marketing in Zhejiang Telecom. Cross-selling, churn detection and customer segmentation can be realized with its data mining capability. The Teradata Warehouse also supports several other projects, including marketing re-engineering and public phone analysis, that will improve the organization's efficiency and its bottom line.

"Zhejiang is one of the well-developed provinces in China and the telecommunications industry has grown faster here than in most other provinces," said a spokesman of Zhejiang Telecom's marketing department. "Facing ever-increasing customer needs and fierce competition, we need to differentiate ourselves by offering our customers more convenient and tailor-made services. Teradata has rich experience in helping well-known global telecommunications operators implement a data warehouse. They know our business and data very well. We believe the Teradata Warehouse solution will help us gain competitive advantages and meet market challenges."

"Because of its fast business development and large volume of data, Zhejiang Telecom's data warehouse is one of the most complicated projects we have tackled anywhere in the world," said Simon Yang, general manager, Center of Expertise and Strategic Partnerships, Greater China Area, Teradata Division. "Integrating all the data from so many different systems was a big challenge. However, with our experience and knowledge in the international telecom market and a strong professional service team, it took us only 15 months to implement all the initial applications including ETL auto process, reporting, multi-dimension analysis and data mining. Through data mining, Zhejiang Telecom is now able to do cross-selling, target marketing and pricing strategies that will keep it ahead of the competition."

The Zhejiang Telecom project successfully completed its preliminary user acceptance test in June 2005. The initial installation is expected to be completed by the end of this year.

About Zhejiang Telecom Co. Ltd

Zhejiang Telecom Co. Ltd is a division of China Telecom Corp. Ltd (NYSE:CHA; HKSE:728). The largest and oldest service provider in Zhejiang province, Zhejiang Telecom's key businesses include wireline telephone, data, Internet and leased-line services.

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 Teradata(R) data warehouses and ATMs, retail systems 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 28,500 people worldwide.

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