



Barclays Bank Implements Teradata CRM for Customer Management; Decision Follows Successful Proof-of-Concept Engagement and Further Grows the Business Value of Barclays' Enterprise Intelligence Environment

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DAYTON, Ohio--(BUSINESS WIRE)--April 3, 2006--Teradata, a division of NCR Corporation (NYSE:NCR), today announced that Barclays PLC, based in the United Kingdom and one of the world's largest global financial services providers, has implemented the Teradata Customer Relationship Management (CRM) software application portfolio. The implementation of Teradata CRM included Teradata Professional Services and additional data warehouse processing capacity.

"We are challenged with the complexity of cultivating millions of individual customer relationships across multiple channels, with increasing volumes of data," said Matt Harris, head of CRM for Barclays Bank. "Based on our successful six-month proof-of-concept with Teradata, we are confident that we now have the tools for effective marketing, and we will have lowered the total cost of ownership substantially over the next three years, whilst also providing the potential to improve the value of our customer relationships."

Barclays' Teradata CRM solution will deliver highly-targeted and event-triggered multichannel marketing campaigns, supported by the Teradata enterprise data warehouse - a centralized, continuously-updated repository of integrated, detailed transactional and customer information.

Event-triggered marketing is made possible through the creation of business rules within the Teradata CRM software that are automatically deployed within the data warehouse. This enables Barclays to identify significant changes in customer behavior that are indicative of new financial interests - and act upon it with relevant and timely information on how the bank's products and services can help to meet the customer's needs. With this capability, bankers can better serve their individual customers at the optimal time. The Teradata CRM software supports multiple channels, enabling Barclays to quickly and easily expand the initial solution to communicate with customers across all touch points, such as the Web, ATMs, telephones, letter, e-mail, SMS or face-to-face.

The results from Barclays' recent proof-of-concept confirmed that the reuse of enterprise customer data results in more business value and return on investment from Barclays' data warehouse, which is one of the largest and most sophisticated in the financial services industry.

"Teradata CRM will help marketing users derive ever-greater business value from the volumes of fresh customer information streaming into Barclays' Teradata Warehouse, allowing marketers to rapidly identify and act upon new revenue-generating opportunities, rather than spend their time coding SQL," said Chris J. Armitage, vice president of Teradata for the United Kingdom and Ireland. "Barclays' marketers will benefit dramatically from desktop access to a detailed and up-to-date view of integrated and complete customer information, sourced from across the enterprise into a single place. This is a great fit for their business strategy and extends a strong, 12-year business-technology relationship between Teradata and Barclays."

In late 2005, Teradata introduced Teradata Relationship Manager Version 6, its next-generation solution portfolio for customer relationship management. Available in the first half of 2006, the portfolio is a browser-based application suite that combines analytical intelligence and marketing automation to drive timely and relevant content into operational systems. This will allow companies to engage in advanced multichannel and multistep customer dialogues, delivering measurable value to the business and better customer experiences.

Barclays has indicated plans to further evolve its CRM program by migrating to Teradata Relationship Manager in the second half of 2006.

About Barclays

Barclays PLC is a major global financial services provider engaged in retail and commercial banking, credit cards, investment banking, wealth management and investment management services. Barclays is one of the largest financial services companies in the world by market capitalisation. Operating in over 60 countries and employing over 113,000 people, Barclays moves, lends, invests and protects money for over 25 million customers and clients worldwide. With over 300 years of history and expertise in banking, Barclays PLC has six major businesses: Barclays Capital, Barclays Global Investors, UK Banking, Barclaycard, Wealth Management and International Retail and Commercial Banking.

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, ATMs, retail systems, self-service solutions and IT services provide Relationship Technology(TM) that maximizes the value of customer interactions and helps organizations create a stronger competitive position. Based in Dayton, Ohio, NCR (www.ncr.com) employs approximately 28,200 people worldwide.

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