



## Bank BPH Selects Teradata Customer Relationship Management Solution

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DAYTON, Ohio--(BUSINESS WIRE)--April 4, 2006--Teradata, a division of NCR Corporation (NYSE:NCR), announced today that Bank BPH, the third largest bank in Poland, has deployed Teradata CRM, a customer relationship management software solution, to build event-based campaign management capability and to enhance business performance. The installation went live in 2005, when the Teradata Professional Services team implemented the solution on a Windows platform. The solution has significantly increased marketing results within a few months.

The Teradata Campaign Manager allows parallel management of many marketing campaigns. With Teradata CRM, the bank segments customers and defines events for each of the segments that prompts BPH to contact a customer. The first marketing campaign started in June 2005. Since that time, several events have been defined and incorporated in the system.

The Teradata CRM solution is supported by the Teradata(R) Warehouse. Teradata Warehouse Miner, the data mining application, helps BPH to better understand customer banking behavior, including predictive modelling for its lending program. To support this capability, customer data is extracted from operational systems and other data sources and is loaded into the marketing data repository where it is analyzed. In addition, the reporting provided by Business Objects is a part of the solution package.

### About Bank BPH

Bank BPH is the third largest bank in Poland in terms of assets, and one of the largest banks listed on the Warsaw Stock Exchange. Bank BPH serves individual and institutional customers - both private companies and public sector entities. It also actively operates on the international markets. The bank renders its services to nearly three million customers in approximately 500 outlets located throughout Poland. It effectively utilizes alternative distribution channels - the Internet, SMS, WAP, a call center - which are becoming increasingly popular with customers and are acquiring more and more importance in the banking services sector. Bank BPH employs the best solutions developed by the strategic investor, HVB Group, which is represented in Poland by Bank Austria Creditanstalt.

### 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 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](http://www.ncr.com)) employs approximately 28,200 people worldwide.

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