



The Canal+ Group Consolidates Its Decision-Making System with a Teradata Enterprise Data Warehouse; Teradata Products and Services Meet the Canal+ Group's New Business Needs

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PARIS, Apr 06, 2006 (BUSINESS WIRE) -- Teradata, a division of NCR Corporation (NYSE:NCR), announced today that the Canal+ Group has deployed a Teradata enterprise data warehouse. This choice, which was made following the implementation of Siebel real-time management and analysis solutions, will give the Canal+ Group a 360-degree view of its eight million subscribers. The goal is to enable many of the Group's departments, such as marketing, contact center, human resources, finance and others, to use the decision-making system.

The Canal+ Group decided to support the installation of the Siebel analytical and decision-making solutions with the Teradata enterprise data warehouse. Faced with a situation that the traditional warehouse could no longer cover its emerging business needs, the increasing number of users and the scope of its new corporate projects, the company decided to revamp its technical environment using an enterprise platform.

"To respect our deadlines, we had an urgent need for a robust infrastructure that was extensible, in order to become a real centralized infrastructure for Canal+ IT system," said Pierre Gressier, chief information officer at Canal+ Group. "We have saved time on implementation, choice and validation of the solution. There was absolutely no doubt that Teradata was able to support our volumes, and implementation did not require a previous proof of concept."

Choosing the Teradata enterprise data warehouse has enabled the group to provide users with high levels of performance and service. In addition, by consolidating its data marts and information centers, the company was able to reduce considerably the overall maintenance and administration costs of its old systems.

For example, the analytical solutions provided by Teradata have already enabled the marketing teams to improve the bases of analysis for calculating ratings and customer populations. Their objective is to conduct regular campaigns to gain new customers and improve existing subscriber loyalty by further focusing their targets and messages.

"We switched our warehouse to Teradata, remarkably within a period of two months," commented Vincent Morel, marketing and business intelligence manager for the Canal+ Group IT Systems. "We have seen significant performance improvements for our users, with a system that is now capable of handling the changes in our business."

The list of specifications prepared by the group management highlighted the need for migrating the data warehouse as well as existing data mart and information center functions without changing the original models. The solution also had to be completely compatible with the Siebel products.

"The Canal+ Group case is a perfect example of the efficacy of the Teradata enterprise data warehousing approach," explains Eric Joulie, vice president of Teradata in Western Europe. "The company was able to produce a complete assessment of its needs and make the best decisions to meet those needs."

About the Canal+ Group

With more than eight million subscribers to its various service packages in France, the Canal+ Group has confirmed its position as the leader and top player in the pay television market in France. For further information, please visit www.canalplusgroup.com.

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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