



## Argencard S.A. Selects Teradata Warehouse

April 11, 2006 at 10:04 AM EDT

DAYTON, Ohio--(BUSINESS WIRE)--April 11, 2006--Teradata, a division of NCR Corporation (NYSE:NCR), announced today that Argencard S.A., the MasterCard(R) principal member administrator for Argentina and Uruguay issuers, has selected Teradata to deploy an enterprise data warehouse.

The Teradata(R) Warehouse, the Teradata Financial Services Logical Data Model, Teradata Warehouse Miner and associated professional consulting services will support the business initiatives of Argencard, which provides MasterCard services for 70 issuing financial institutions with more than two million cardholders and 300,000 affiliated merchants.

To further pursue its cost optimization strategy and to better understand its customers' financial needs, Argencard will utilize Teradata technologies to develop a central enterprise data warehouse, which provides a single view of the business. With all customer and operational data in a single repository, Argencard will be able to leverage the data to provide an enhanced level of business intelligence to all business units. This view of the business will offer Argencard many competitive advantages, including the ability to develop more compelling product campaigns that target the most interested customer groups.

In addition, Teradata Warehouse Miner data mining software will enable Argencard to enhance its fraud prevention capabilities. The sophisticated data mining software will monitor and detect fraudulent customer transactions and will allow Argencard to take action to protect its and cardholders' funds.

"We look forward to working in partnership with Teradata to enhance Argencard's business intelligence capabilities," said Diego Juarez, commercial manager, Argencard S.A. "Based on Teradata's industry leadership and proven performance with the world's largest data warehouses, we are confident that Teradata will meet Argencard's growth demands and future business requirements."

"Teradata is proud to support Argencard's dual strategy of cost optimization and customer service improvement," said Juan Pablo Reffo, solutions sales executive, Argentina, Teradata. "Leveraging the data within the enterprise data warehouse will provide Argencard with business intelligence from which they can make more competitive decisions to drive their business."

### 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.

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

CONTACT: NCR Corporation  
Teradata Division  
Dan Conway, 858-485-3029  
[dan.conway@teradata-ncr.com](mailto:dan.conway@teradata-ncr.com)

SOURCE: NCR Corporation