



## **Analyst Firm Positions Teradata in the Leaders Quadrant for Multichannel Campaign Management; Report Cites Trends, Comments on Top Software-Driven Marketing Solution Vendors**

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DAYTON, Ohio--(BUSINESS WIRE)--April 17, 2006--Teradata, a division of NCR Corporation (NYSE:NCR), and the world leader in enterprise data warehousing, announced that Gartner, Inc., the world's leading provider of research and analysis about the global information technology industry, has positioned Teradata in the leaders' quadrant among customer relationship management (CRM) vendors who provide multichannel campaign management solutions. The positioning appears in Gartner Analyst Adam Sarnier's report "Magic Quadrant for Multichannel Campaign Management, 1Q06," dated March 30, 2006.

The report provides a market overview that includes 13 CRM vendors in the multichannel campaign management space. Sarnier makes the general industry observation that "Advanced functionality for campaign analytics and execution, and evolving e-marketing integration within campaign management are enabling:

- Campaign management vendors to become less commoditized
- Marketers to significantly extend their reach and better target their customer base in an inbound/outbound multichannel environment."

Sarnier also predicts that "by year end 2008, 75 percent of Fortune 1000 companies will increase their investments in multichannel campaign management, with the objective of attracting new customers, increasing sales revenue, and increasing customer satisfaction rather than reducing the cost of sales." To view the entire report, visit [mediaproducts.gartner.com/reprints/ncr/vol2/article13/article13.html](http://mediaproducts.gartner.com/reprints/ncr/vol2/article13/article13.html)

Commenting on Teradata's positioning in the leaders' quadrant, Sam Gragg, vice president of Teradata Customer Management Solutions marketing, noted an important differentiator for Teradata among the CRM vendors evaluated.

"Advanced campaign management is all about using both fresh and historic customer data effectively. Data latency can be an enormous issue, and any delays to getting the latest, freshest intelligence, fastest - can make a critical difference in the high-stakes competition between leading-edge marketers today," Gragg said. "Teradata embraces an integrated, in-data warehouse approach to analytical customer intelligence - required for the most current and comprehensive view of the customer."

Analysts generally agree that data latency can be a significant business challenge, especially when generating customer intelligence to drive effective campaign management. "Teradata provides a one-stop shop to take the worry out of data integration, with a complete solution stack including technology and services," he said. "This allows us to significantly reduce time to market for our customers so together we can concentrate on their business returns."

"Advanced, in-database analytical capabilities running in a cost-effective enterprise-class data warehouse will become one of the single most powerful drivers of competitive business advantage in 2006 and the foreseeable future," said John Van Decker, senior vice president and principal research fellow with the Robert Frances Group. "Many of our clients have sought out Teradata for data warehouse capability. With what is a clearly growing array of enthusiastic customer references and momentum in product delivery and enhancement, many firms will seek out Teradata to provide advanced enterprise intelligence given its increasingly strong value proposition."

Teradata introduced Teradata Relationship Manager Version 6, its next-generation solution for customer relationship management, in 2005. The portfolio is an innovative, browser-based application suite that combines analytical intelligence and marketing automation to drive timely and relevant communications to every customer interaction. This allows companies to engage in advanced multichannel and multistep customer dialogues, delivering measurable value to the business as well as more personalized customer experiences.

### **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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