



Customers Select "Unleashing Enterprise Intelligence" as Theme of 2006 Teradata PARTNERS User Conference; "Competing on Analytics" Advocate, Business Author and Noted Educator Tom Davenport Will Lead off with Keynote Address

May 30, 2006 at 3:31 PM EDT

DAYTON, Ohio--(BUSINESS WIRE)--May 30, 2006--"Unleashing Enterprise Intelligence" is the theme chosen by the steering committee for this year's Teradata PARTNERS User Group Conference and Expo, organized by the customers of Teradata, a division of NCR Corporation (NYSE:NCR). It will be held Sept. 17 - 21 at the Walt Disney World Swan and Dolphin Hotels in Orlando, Fla.

Teradata PARTNERS 2006 will offer more than 180 sessions categorized in business, technical, management and executive tracks. The sessions will provide information on new products, features and education about uses and best practices. Sessions will include in-depth cases reported by Teradata customers, who will share business insight gained from implementing, managing and optimizing their own data warehouses and analytical applications.

Information technology expert, author and Babson College professor of information management Tom Davenport will accentuate the conference theme as keynote speaker on Monday, Sept. 18. He will also lead an executive-track session. Davenport has written or co-authored 10 best-selling business books about knowledge and information management. In the January 2006 issue of the Harvard Business Review, he wrote "Competing on analytics means competing on technology." In the article, he highlighted companies that use analytical intelligence to drive successful decision-making and competitive differentiation, citing as examples eight companies that are Teradata Warehouse and solution users.

The conference theme originates from the concept of enterprise intelligence, which refers to detailed, enterprise-wide data that can be leveraged by all levels of the organization to make better--and execute faster--strategic and operational decisions. Enterprise intelligence is enabled by active data warehousing, an approach first defined in 1999 by Teradata Chief Technology Officer Stephen Brobst, who has articulated its difference from traditional data warehousing.

"Analytics that are built on traditional data warehouse implementations are constrained by the limitations of the service-level capabilities of the underlying information repository," said Brobst. "However, as a data warehouse matures to allow increasing sophistication in handling ad hoc and data mining workloads, the organization's capabilities benefit accordingly. The transition from traditional data warehousing to active data warehousing is particularly important in that it provides more aggressive service levels in the areas of data freshness, query performance and availability. These improvements enable more sophisticated analytics fueled by fresh, enterprise-class data for more effective decision-making, process execution and customer interaction."

Teradata PARTNERS activities are governed by the users of Teradata(R) data warehousing and Teradata analytical solutions. The Teradata PARTNERS steering committee for 2006 includes: president, Mary-Jane Jarvis-Haig, Hudson's Bay Company; co-vice president, Patrick Bolin, Southwest Airlines; co-vice president, Fred Hintenach, United States Postal Service; secretary, Tobianna Zappe, Nationwide Mutual Company; and treasurer, Deanne Larson, Cingular Wireless. Other steering committee members include Roger Bresnahan, Union Pacific Railroad; Nancy Colton, WellPoint, Inc.; Mark Cooper, FedEx Services; David Cortese, Sony Pictures Home Entertainment; Connie Garritsen, 3M; Steve Geiger, Carlson Companies; Russ Hendley, Barclays Bank plc; Rudolf Holzapfel, MGI Metro Group; Randall Parman, Applebee's International; and David Templeton, RBC Financial Group.

Widely regarded to be the largest annual data warehousing and business analytics event, PARTNERS typically attracts some 3,000 Teradata customers and prospects as well as partners, analysts, academics and journalists from around the world.

About Tom Davenport

Voted the third-leading business-strategy analyst (just behind Peter Drucker and Tom Friedman) in Optimize Magazine's October 2005 issue, Thomas Davenport is a world-renowned thought leader who has helped hundreds of companies revitalize their management practices. He combines his interests in business, research, and academia as the President's Distinguished Professor in Management and Information Technology at Babson College. Tom has taught at the Harvard Business School, the University of Chicago, Dartmouth's Tuck School of Business, and the University of Texas at Austin. For more information please visit the Tom Davenport Web site which is located at www.tomdavenport.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 28,400 people worldwide.

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