



Amp'd Mobile Signs Deal With Teradata; Mobile Entertainment Provider Will Consolidate Multiple Outsourced Functions for Financial Reporting

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DAYTON, Ohio--(BUSINESS WIRE)--June 28, 2006--Teradata, a division of NCR Corporation (NYSE:NCR), announced today that Amp'd Mobile, a Los Angeles-based mobile entertainment company created to bring next-generation broadband wireless services to youth and young adults, will implement a Teradata Warehouse(R).

The first phase of the data warehouse will focus on financial reporting. Future phases will include many other subject areas across the enterprise such as product and customer analysis. "Once fully implemented, Amp'd will benefit from a centralized and consistent view of all of its enterprise information," said Ralph Vossmeier, Teradata area vice president. "They will have accurate, up-to-date reporting providing them with detailed, actionable information."

By utilizing the Teradata Telecommunications Logical Data Model (LDM) along with Teradata Professional Services, Amp'd anticipates fast and effective implementation of the initial financial reporting environment, with the ability to support future requirements of their rapidly growing business. An LDM is a graphical representation of the detailed data requirements for an industry and business-specific data warehouse environment. The LDM specifically defines which individual data elements can be stored and how they relate to one another to provide a model of the business information. This gives data warehouse users rapid and accurate access to enterprise-wide intelligence for more precise and effective decision-making.

"We selected Teradata from among multiple vendors through our evaluation process," stated Bill Stone, chief operating officer at Amp'd Mobile. "What made Teradata stand apart was its consulting expertise, leadership within the telecommunications industry and global partnerships."

Amp'd Mobile will leverage the global partnership between Teradata and Sunopsis, a data integration provider, to implement a complete warehouse solution. The Teradata and Sunopsis combination provides Amp'd Mobile with a highly powerful extract-load-transform (ELT) solution designed to efficiently load and transform the large volumes of data from Amp'd Mobile's multiple outsourced systems. Performing the transformations in the Teradata warehouse leverages the power and scalability of its parallel architecture and eliminates the need for a dedicated transformation server, simplifying Amp'd Mobile's architecture and implementation.

Amp'd Mobile joins Teradata's growing community of U.S.-based and international telecommunication customers, which includes Verizon Communications, Belgacom, Telecom Italia SpA, Sprint Nextel, Vodafone Ltd, and many others.

About Amp'd Mobile

Amp'd Mobile is the first integrated mobile entertainment company for youth, young professionals and early adopters, and the only third-generation (3G) carrier in the United States specifically targeting youth and young professionals. By leveraging the power of broadband wireless (EVDO), Amp'd Mobile offers traditional services such as voice and text within a completely fresh user interface designed specifically for the "mobile graduate" and 3G technology. With a myriad of customizable options to meet each person's individual needs, as well as strategic alliances with top entertainment properties, such as MTVN and Universal Music Group, Amp'd Mobile brings a more relevant, personal experience to the wireless lifestyle with unique music, video, community, entertainment, sports and gaming offerings divided into various channels for quick and easy access. Amp'd Mobile is offered nationwide and more information can be found at www.ampd.com.

About Sunopsis

Sunopsis empowers companies to improve business responsiveness by placing the right data at the right place, at the right time. The company's next-generation data integration product allows organizations to efficiently manage and share data from disparate data sources without the complexity and cost of traditional data integration solutions. With more than 500 customers worldwide, and a global presence, Sunopsis has regional headquarters in Boston for the United States, France for Europe and Singapore for the Asian market.

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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