



## **Teradata Launches Enterprise Master Data Management Solution; Addition to Solution Portfolio Extends Teradata Leadership in Active Enterprise Intelligence**

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DAYTON, Ohio--(BUSINESS WIRE)--Aug. 3, 2006--Teradata, a division of NCR Corporation (NYSE:NCR), and the world leader in enterprise data warehousing, announced today the introduction of Teradata Master Data Management (MDM). With this new addition to its solution portfolio, Teradata enhances its existing capability to manage an organization's master data.

Master data defines and classifies the key product, supplier and customer data that is shared across a business. Teradata MDM ensures that the master data is consistent, complete and accurate.

"Leading companies recognize that having a single view of their businesses through an enterprise data warehouse, or EDW, is a competitive advantage," said Bob Fair, chief marketing officer of Teradata. "Companies spend a lot of time and money ensuring the data in their EDWs is accurate and highly available. So, integrating the MDM process around the EDW eliminates redundancy and cost and just makes sense."

"Reliable master data is critical because it feeds both transactional systems that run business operations as well as reporting and analytics systems that provide information about the business," said Henry Morris, a senior analyst at IDC. "MDM allows a company to synchronize master data across multiple instances of an enterprise application, coordinate master data during application migrations, and support compliance and performance management reporting across analytic systems. Teradata's approach to managing master data introduces a significant new capability to their EDW. Teradata has made the right move at the right time."

"Many of our customers already manage master data through custom deployments on their data warehouses," said Fair. "Teradata MDM gives our customers a proven packaged tool, optimized for Teradata."

"MDM is a great addition to the Teradata portfolio," said Jack Garzella, vice president of IT Operations and Enterprise Data Warehousing for Overstock.com. "Using a Teradata Warehouse for MDM will simplify the architecture and minimize data management costs. We were already building these functions on Teradata; now that there is an MDM solution from Teradata, I anticipate it will decrease our development time."

In addition to Teradata's existing data warehouse solution, industry logical data models and consulting business, Teradata has formed an MDM center of expertise with dedicated employees in sales, marketing, consulting and development.

Teradata will also develop a suite of MDM applications that leverage the Teradata Warehouse. Teradata MDM and Teradata Product Information Management are available immediately and other MDM applications, including Customer Data Integration, will be available at a later date.

"Teradata will continue to work with other vendors' MDM products to extend the Teradata MDM value proposition and provide customers with choice," Fair added.

### **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 29,300 people worldwide.

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