



## **Teradata's Award-Winning Customers Will Report Best Practices at 2006 PARTNERS User Group Conference**

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DAYTON, Ohio--(BUSINESS WIRE)--Sept. 15, 2006--

World's premiere data warehousing and analytics exposition  
will feature company presenters from Bank of America,  
Nationwide Insurance, Travelocity and more

Companies recognized for leadership in data warehousing will share best practices through case studies at the Teradata PARTNERS User Group Conference and Expo, which will be held from Sunday, Sept. 17, through Thursday, Sept. 21, at the Walt Disney World Dolphin and Swan Hotels in Orlando, Fla. An event organized and sponsored by the customers of Teradata, a division of NCR Corporation (NYSE:NCR), the conference is the world's largest annual data warehousing and business analytics exposition.

Many companies participating have been recognized as elite innovators whose best practices and world-class solutions distinguish them in the field of enterprise intelligence. Award-winning presenters at the event continue to use their Teradata warehouse platforms for competitive differentiation, and include Ace Hardware, Airlines Reporting Corporation, Bank of America, Blue Cross Blue Shield of North Carolina, BNSF Railway, Continental Airlines, eBay Inc., Harrah's Entertainment, Loblaw Companies, Nationwide Insurance, OCBC Bank (Singapore), RBC Financial Group, Southwest Airlines, and Travelocity.

"Teradata continues to win in the marketplace and grow," said Bob Fair, chief marketing officer for Teradata. "To understand why we win, look at the strong performance of our customers - and the recognition they are achieving. Our customers are thought leaders in their respective industries who consistently achieve breakthrough results. We are excited to have them share their innovative data warehousing case studies at the PARTNERS User Group conference year after year."

Teradata PARTNERS 2006 will offer more than 180 sessions categorized in business, technical, management and executive tracks. The PARTNERS event typically attracts more than 3,000 business professionals across organizational levels, including chief executives, line-of-business managers, IT directors, and technology architects - as well as IT analysts, academics and journalists from around the world.

"Teradata's active data warehouse is leading the way in enterprise intelligence and provides significant performance and competitive advantages that companies just cannot get from conventional data warehouses and appliances," said John Van Decker, senior vice president and principal research fellow for Robert Frances Group. Van Decker will be on hand at the Teradata conference.

Introduced in 1999 by Teradata, the active data warehousing approach extends conventional data warehouse functionality into the realm of tactical decision-making through near real-time information analyses and predictive analytics.

Teradata clients continue to win prestigious awards from The Data Warehousing Institute, DM Review, Ventana Research, CIO magazine and other evaluators of technology-enabled business performance. Independent software vendors who partner with Teradata and have been recognized for their key roles in data warehouse success include Business Objects, Cognos, Hyperion, Informatica, MicroStrategy and Sunopsis, which will also have an active presence at the PARTNERS conference.

### **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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