



European Bank Joins Expanding List of Companies That Have Selected Teradata CRM for Enterprise-Scale Marketing Capabilities

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Large and Growing Companies Increasingly Require Terabyte-Sized

Power and Performance for Profitable, Enterprise-Class, Multichannel

CRM

DAYTON, Ohio--(BUSINESS WIRE)--Nov. 8, 2006--Caixa Galicia, a leading savings bank in Spain, is the newest addition to the growing Teradata Customer Relationship Management (CRM) global user community, according to Teradata, a division of NCR Corporation (NYSE:NCR). With the selection of the Teradata CRM portfolio, the financial services provider will better analyze and personalize communications with its growing multimillion-sized customer base. Earlier this year, Caixa Galicia implemented a Teradata(R) Warehouse and Teradata Value Analyzer, a solution used to provide insights based on detailed profitability analysis.

"The mountain of data that marketers must collect and analyze is expanding to a mountain range of data, which is why the value of Teradata CRM, coupled with the active analytic capabilities of a Teradata Warehouse, is more compelling than ever," said Sam Gragg, vice president, Teradata Customer Management Solutions Marketing. "Teradata CRM continues to be selected year after year because it delivers profitable power and performance in sophisticated marketing environments characterized by millions of customers, hundreds of active campaigns daily, and dozens of terabytes of data in a global business world that competes in real time."

Caixa Galicia joins other recent new Teradata CRM customers, including a large American retail store chain that is implementing a closed-loop solution to deliver optimized offers through their point of sale network; Commercial International Bank (Egypt) that is leveraging their ATM network as an integrated direct marketing channel; and Banco Bradesco, a large Brazilian bank which is leveraging Teradata's broad reference base for advanced event-triggered marketing. At the same time, many leading companies across the world are expanding their marketing capabilities with the addition of new Teradata CRM modules - while increasing the size and scale of their Teradata Warehouses as their businesses and data volumes grow.

The selection process for a CRM software provider at Caixa Galicia Bank was a highly competitive one, the bank indicated, and rival CRM software and analytics vendors vied aggressively to win the business.

"Teradata continues into its tenth year as a significant CRM provider for large companies - while many other CRM software tools and vendors have vanished," said CRM industry analyst Sheryl Kingstone, Yankee Group. "The need for integrated, scalable marketing tools and platforms that cut complexity, accelerate analytical and operational CRM processes, and bring enterprise visibility to the user desktop - as Teradata CRM does - is expanding."

Chinatrust Commercial Bank, a large Teradata CRM user, reported in the July 2006 edition of DM Review that the Teradata CRM data warehouse environment delivered \$479 million in new business over the first 10 campaigns alone - with a return on investment of 168 percent on the total investment. For more detailed information, the review is available at: http://www.dmreview.com/article_sub.cfm?articleId=1058083.

"Teradata CRM with the Teradata Warehouse is a powerful pairing that continues to win in the marketplace where organizations are experiencing or expecting rapid business growth and rising data complexity," said Gragg. "What sets us apart is a complete solution with proven technology delivered along with real experience in these environments."

A Teradata-sponsored webcast on trends and requirements for CRM featuring Gartner analyst Adam Sarnier, can be accessed by marketers interested in learning more at: http://www.accelacast.com/webcasts/gartner_ncr/. The video addresses the importance of multichannel, multistep marketing campaigns driven by customer behavioral activities - or "events" which signal that an immediate customer opportunity exists. The term "customer-driven marketing" was coined by Teradata to describe this phenomenon. Advanced event-triggered marketing was introduced by Teradata in 1996 and further developed in collaboration with Teradata client National Australia Bank, which continues to be recognized as an award-winning CRM innovator.

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. As a growing business, Teradata is always looking for outstanding talent. To learn more about Teradata career opportunities, visit www.teradata.com/careers.

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 29,300 people worldwide.

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