# Compudigm and Teradata Enhance Marketing Capabilities For Seminole Gaming

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   Compudigm seePOWER(TM) and Underlying Teradata(R) Warehouse Allow
  Casino to Quickly Compile and Comprehend Customer Tendencies and
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LAS VEGAS & DAYTON, Ohio--(BUSINESS WIRE)--Nov. 15, 2006--Compudigm International and Teradata, a division of NCR Corporation (NYSE:NCR), announced today that the two companies have deployed an advanced visual-analytics data warehouse for Seminole Gaming, which manages several casinos in Florida.

Seminole Gaming chose to install the Compudigm seePOWER(TM) and Teradata Warehouse to better understand customers and provide managers with information in a centralized environment. Data processed by the solution can be analyzed and presented as a series of static- or active-data visualizations that show how the business is performing. These visualizations allow decision-makers to make accurate business assessments and adjustments to positively affect marketing campaigns, customer entertainment experiences, and operational results.

"The Compudigm and Teradata solution will help our marketing and slot managers quickly make decisions on how to effectively communicate our product and service messaging to our customers," said Lyle Bell, senior vice president and chief information officer for the Seminole Tribe of Florida, the parent company of Seminole Gaming. "The competitiveness of the gaming business requires the level of detailed customer information and analysis that Compudigm and Teradata have teamed up to provide."

As part of the overall solution, Seminole Gaming is using Gaming POWER(TM), Compudigm's enterprise gaming solution that leverages seePOWER(TM) Visualizer to present information as intuitive pictures of slot and marketing performance. Compudigm is also delivering seePOWER(TM) Profiler(TM) and Visual Reporter(TM) to identify, segment, track, visualize and report on customer behavior as well as overall marketing performance.

Teradata is providing the Teradata Warehouse, which provides a foundation for the enterprise data warehouse and is the most scalable and easily managed relational database on the market. As part of the initial installation, Compudigm and Teradata will integrate player-tracking and prism codes as well as data on coupons, promotions, demographics and census reports.

"The Compudigm and Teradata solution lets Seminole Gaming see exactly what customer activity transpires on its centralized sever-based gaming floors and throughout its properties," said Andrew Cardno, chief executive officer and founder of Compudigm. "The data presented by the solution enables Seminole Gaming to improve the effectiveness of marketing programs, and it helps them determine the optimal allocation of resources throughout the operation."

Rob Berman, Teradata vice president of retail, added, "Seminole Gaming recognizes the importance of using detailed data to drive accurate and informed decisions regarding customer satisfaction and improving the customer experience. The Teradata Warehouse, combined with Compudigm seePOWER, is critical to ensuring the casino management team has the necessary technology to compete effectively."

About Compudigm

Compudigm delivers groundbreaking Business Intelligence solutions based upon its seePOWER data visualization technology, enabling enterprises to transform oceans of disparate data into actionable, visual intelligence for significant competitive advantage. Compudigm, founded in 1997, is dedicated to enabling enterprises to see their business clearly by animating, illustrating and infusing maps, floor plans, and product, engineering and scientific diagrams with comprehensive business intelligence. Compudigm delivers advanced visualization, customer profiling, content intelligence and advice and guidance solutions to the gaming, retail, entertainment, telecommunications, utilities, health sciences and financial services industries. Compudigm is the winner of Gold and Silver awards in Casino Journal's Most Innovative Gaming Technology Products competition, dual Smithsonian Computerworld Laureates and the Data Warehousing Institute's "Pioneering Product of the Year" award. For more information, visit the Compudigm Web site: http://www.compudigm.com.

About Seminole Tribe of Florida

Headquartered on the Seminole Hollywood Reservation, the Seminole Tribe of Florida is a sovereign government and manages reservations in many parts of Florida. In addition to providing essential government services to more than 3,000 members, the Tribe is active in many businesses in addition to gaming. Other business interests include agriculture, tourism, sports and real estate.

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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