



## **Teradata Declares Independence for Power Marketers with Enhanced Customer Management Capabilities at the Desktop**

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New Analytic and Operational Enhancements to CRM Tools Accelerate  
Intelligence Gathering and Personalized Multichannel Communications  
for Higher Customer Response Rates

DAYTON, Ohio--(BUSINESS WIRE)--Dec. 14, 2006--Teradata, a division of NCR Corporation (NYSE:NCR), today announced new capabilities for Teradata CRM, its data warehouse-driven software portfolio for customer relationship management. The new capabilities are designed for "power marketers" - elite marketing specialists looking for the most powerful desktop software tools, access to granular customer data, more precise control of customer communications, and dramatically higher return on customer interaction.

"Today's leading marketers want to be free - less dependent on time-consuming process bottlenecks. They understand analytics. They understand customer communications. They know exactly what they want to do, and are demanding CRM power tools - new capabilities that give them the independence they want to deliver the big results their businesses need," said Sam Gragg, Teradata customer management solutions marketing vice president. "The new features of Teradata CRM give marketers exponential speed and surgical precision in leveraging enterprise detailed data for multichannel communications that are more effective, more relevant and more profitable."

New enhancements to Teradata CRM were the result of close ongoing collaboration with customer users of the product portfolio through the Teradata Analytical Applications Product Advisory Council. The council consists of "license holders and end users who come together to provide insight into new business strategies, processes and functionality with an eye toward addressing business value." Teradata applications are typically developed in conjunction with customers and reflect features customers say they would like to see in the software.

DeAnna Blair, 2007 chairperson of the Teradata Analytical Applications Product Advisory Council, said, "We appreciate the way Teradata has incorporated the advisory council's requests and recommendations into the latest release of Teradata CRM. These enhancements will keep the application and its users among the leading edge of power marketing well into 2007."

Blair is the direct mail project leader at Hallmark Cards, Inc. and considered a leading CRM power marketer by Teradata community colleagues and peers on the council.

"Savvy marketers who understand the power of customer information and how to leverage it are gaining higher ROI," said Leslie Ament, research director with the Aberdeen Group. According to a recent Aberdeen study, marketers reported that their number-one priority across the board is to better understand high-value customers and make better decisions based on a complete view of the business.

"Increasingly I meet marketers who want complex analytical tools on the desktop, operating from a centralized database so they have more access to more intelligence, more speed and more freedom," Ament said. "The best marketers want to be much less dependent on time-consuming process bottlenecks or detached third parties that delay or constrain their ability to act on immediate opportunity." Process bottlenecks include noncentralized data systems as well as associates with different priorities who cannot provide support at the moment it is needed.

Newly introduced enhancements to Teradata CRM accelerate refined analysis and facilitate complex communications, and include:

- Complex offer optimization: sophisticated rules-based software that enables marketers to quickly analyze and optimally match hundreds of product and service offers with millions of individual customers to drive faster and more profitable customer responses - increasing both traffic and wallet share
- Extended access to marketing automation: software that gives remote marketers, sales people, store or branch managers, and customer-facing service personnel "on-the-fly" capabilities to quickly and easily develop surgically precise customer lists for highly personalized and localized promotions or other communications, while not undermining centralized customer contact strategies
- Simplified data import capabilities: quick and easy importing of acquisition and customer lists from third-party data providers or analytical groups, such as statistical modelers without IT involvement
- Improved reusability of campaign components: simplified access

to reusable marketing assets which can accelerate the process and better leverage best practices, improving productivity

- Expanded Web compatibility: Teradata CRM now supports additional Web application server environments with connectivity to almost any channel of customer contact while integrating into the current network infrastructure

More on the Aberdeen study is available at:

<http://www.teradata.com/t/page/150052/index.html>

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/](http://www.accelacast.com/webcasts/gartner_ncr/).

Teradata CRM users who have shared their results and evaluations can be accessed at:

[http://www.dmreview.com/article\\_sub.cfm?articleId=1058083](http://www.dmreview.com/article_sub.cfm?articleId=1058083)

<http://www.1tolmedia.com/View.aspx?DocID=29593>

<http://www.teradata.com/t/page/150206/index.html>

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. As a growing business, Teradata is always looking for outstanding talent. To learn more about Teradata career opportunities, visit [www.teradata.com/careers](http://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](http://www.ncr.com)) employs approximately 29,300 people worldwide.

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