



Teradata and Overstock.com Win NCDM Platinum and Gold Awards for Data Warehouse-Driven Customer Relationship Management

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Collaborators Deliver High Return on Technology Investment and
Earn Top Annual Awards from the Premiere Database Marketing
Association, Entering 2007 as Recognized CRM Leaders

DAYTON, Ohio--(BUSINESS WIRE)--Dec. 21, 2006--Teradata, a division of NCR Corporation (NYSE:NCR), today announced that Teradata and client company Overstock.com, a leading online retailer, have been named winners of both the National Center for Database Marketing (NCDM) Database Excellence Gold Award for Technology Applications, and the highest honor, the Platinum Award, for overall excellence. The awards honor organizations that have demonstrated ingenuity and creativity in leveraging their marketing databases, and are presented each year by the Direct Marketing Association (DMA) and DIRECT Magazine.

Teradata collaborated with Overstock.com in a major initiative to re-architect its business platform and marketing programs. The online retailer implemented a data warehouse-driven customer relationship management (CRM) program in 60 days. During this time, the retailer dramatically extended its direct marketing capabilities and, within a year, achieved complete payback on their multimillion dollar IT investment - quicker than initially projected.

"Shifting from a product to a customer centric-focused company involved re-engineering our processes and setting a strategy around the database initiative, including how to capture and analyze data, how to interpret and report on the findings, and then what we do with that knowledge," said Sam Peterson, vice president and chief technical officer, Overstock.com. "For example, we used to have only three basic database segments and nothing was personalized or targeted to individuals in our e-mail campaigns. Today we have many segments, run event-driven campaigns and have each e-mail personalized and targeted to the individual customers. Targeted e-mail includes product recommendations, as well as complex segmentation on a per-customer basis. Items such as frequency management of e-mail contacts across product lines are also precisely managed."

The companies were recognized in a special ceremonial presentation event held during the NCDM Database Excellence Awards Luncheon on Dec. 12 in Orlando. According to the DMA, the awards are the result of an arduous judging process that required study of many entries representing multiple industries, businesses and vendors across the world.

"The NCDM Platinum is the global marketing technology 'Oscar' award. We are delighted and honored to receive this, and the Gold Award, with our customer Overstock.com," said Sam Gragg, vice president of Teradata customer management solutions marketing. "It is especially gratifying to win the highest level award for CRM and database excellence as we enter 2007. This is a clear acknowledgement of the extraordinary value that the fully integrated solution of Teradata CRM, Teradata Value Analyzer and the Teradata Warehouse brings as an enabler for the progressive work at Overstock.com."

The retailer was also able to meet the challenge of getting online customer response data into the data warehouse and make it available for reports and action in near real time. Marketers at Overstock.com can now easily monitor and measure e-mail campaigns to ensure they are in line with projections and objectives. Their Teradata CRM tools provide immediate feedback on the effectiveness of every marketing campaign with metrics that track marketing ROI. In connection with these metrics, the CRM tool users can alter a campaign on the fly if they are not seeing the projected response rate for a particular campaign.

Today, the retailer said it contacts over 300 segments each week with personalization, whereas before implementing the data warehouse and CRM tools, they could only mail to less than 20 segments and had no personalization.

The Overstock.com marketing department led the initiative, supported by the company's IT, merchandising, finance and operations departments. A Teradata(R) Warehouse served as the foundation of the business marketing system, and it is the central repository for all enterprise data. Teradata applications in use there include: Teradata CRM, which provides a layer in the architecture that manages all customer management activities; Teradata Value Analyzer, a customer profitability application; Teradata Warehouse Miner and NCR Postmaster.

A Teradata-sponsored webcast on trends and requirements for CRM entering 2007, featuring Gartner analyst Adam Sarnier, can be accessed by marketers interested in learning more at: www.accelacast.com/webcasts/gartner_ncr/.

About Overstock.com

Overstock.com, Inc. is an online "closeout" retailer offering discount, brand-name merchandise for sale over the Internet. The company offers its customers an opportunity to shop for bargains conveniently, while offering its suppliers an alternative inventory liquidation distribution channel. Overstock.com, headquartered in Salt Lake City, is a publicly traded company listed on the NASDAQ National Market System and can be found online at www.overstock.com.

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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