NCR

Karneval Uses Teradata to Expand

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    Czech Provider Implements Teradata Warehouse to Improve Network
                          Monitoring and CRM
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DUSSELDORF, Germany--(BUSINESS WIRE)--Jan. 29, 2007--Teradata, a division of NCR Corporation (NYSE:NCR), announced today that Karneval Media, the second largest provider of cable TV services and broadband internet access in the Czech Republic, has paved the way for further expansion by implementing a Teradata(R) Warehouse.

Since May 2006, Karneval has been using its data warehouse to monitor and manage the capacity utilization of its network. As a result, Karneval has been able to further develop its network, including the addition of Voice over Internet Protocol (VoIP) to its range of services in September 2006.

With the Teradata solution, Karneval can within minutes obtain detailed reports on network utilization and track customer behavior regarding frequency of use and bandwidth needs. With the previous technology, long computing times meant that reports could only be issued once a week. Due to the company's rapidly growing network and customer base, network monitoring and management had pushed the old software increasingly to its limit.

On the basis of its new capacity for near real-time reports, Karneval can now recognize a temporary drop in transmission quality or declining bandwidth availability and quickly address problems. Not only does this ensure broadband customer satisfaction, but also the necessary transmission quality required for Internet telephony.

"Without these immediately available reports, we couldn't have entered the VoIP market," says Daniel Arnost, information services manager at Karneval.

Karneval also uses its Teradata Warehouse to develop and run direct marketing campaigns. The company plans to generate all of its management reports in the data warehouse.

The Teradata solution was chosen as a result of a competitive selection process. Along with its performance and analytical capabilities, the Teradata solution excelled in the selection process due to its cost/performance ratio and high system stability. It is anticipated that all company data sources will be integrated by fall 2007.

About Karneval Media

Originally a cable TV network operator, Czech company Karneval Media began offering broadband Internet access with 1 to 7 Mbit/s lines three years ago. In September 2006, it added Voice over Internet Protocol to its range of services. Karneval, which primarily focuses on Prague and other large cities in the country, has about 270,000 customers, making it the second largest provider on the Czech market. The company continues to gain market share. In 2005 alone, Karneval was able to secure 40,000 new customers.

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 28,900 people worldwide.

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