



## Philadelphia Park Casino Turns To Compudigm and Teradata To Gain Edge Over Pennsylvania Gaming Market

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Data Visualization, Reporting and Active Data Warehouse

Capabilities Will Help the Casino Optimize Gaming Floor and Market to

Customer Preferences

LAS VEGAS & DAYTON, Ohio--(BUSINESS WIRE)--March 15, 2007--Compudigm International and Teradata, a division of NCR Corporation (NYSE:NCR), announced today that Philadelphia Park Casino has agreed to deploy Compudigm's Gaming POWER solution and seePOWER data visualization technology powered by a Teradata(R) Warehouse. The new solution will help the casino win and sustain market share in the relatively new, yet ultracompetitive, Pennsylvania casino market.

"With more casinos opening soon in Pennsylvania, the competition for customers will be very intense, so we need to capture market share quickly," said Darlene Monzo, vice president of marketing, Philadelphia Park Casino. "The combination of Compudigm and Teradata technologies gives us the ability to understand customers and how they interact with our gaming floor so we can effectively market our casino to attract new customers and then keep them coming back."

Philadelphia Park Casino chose to implement Compudigm Gaming POWER to optimize their slot floor, analyze and manage customer behavior, develop marketing strategies, and provide new insight into the overall profitability of the business.

"Along with these attributes, Compudigm and Teradata also demonstrated how their combined solution is easy to use while allowing us to modify the solution as we grow and as our business needs change," said John Dixon, vice president of technology, Philadelphia Park Casino. "The two companies also presented solid references that offered proof points that they know how to help casinos improve business operations."

Philadelphia Park Casino will also implement seePOWER Active, a real-time solution leveraging Teradata's Active Data Warehouse capabilities. This will enable Philadelphia Park Casino to utilize "streaming" visualizations every few minutes to monitor and service its rated and unrated customers, costs and slot assets at an unmatched level to drive dramatic improvements to top- and bottom-line performance.

The Compudigm/Teradata solution includes the Teradata Warehouse, two Compudigm Gaming POWER modules - Smart User and Marketing POWER - along with seePOWER Active; Compudigm's Gaming Data Model and Enterprise Connect interface to Bally ACSC; Compudigm Software Support; Compudigm University; Teradata Customer Services; and Teradata Customer Education.

"The combined Compudigm and Teradata solution lets casinos like Philadelphia Park Casino see exactly what types of customer activity transpire on its gaming floors and throughout its property," said Andrew Cardno, chief executive officer and founder of Compudigm. "The data enables the casino to understand customer behavior, which in turn leads to improved marketing programs. The data also helps determine the optimal allocation of resources throughout the casino operation."

Rob Berman, Teradata vice president of retail, added, "To get a jump on the Pennsylvania gaming market, Philadelphia Park Casino recognizes the importance of using detailed data that allows casino management to make accurate and informed decisions regarding customer satisfaction. The Teradata Warehouse, combined with Compudigm seePOWER, meets this need and is critical to ensuring casinos have the necessary technology to compete effectively - particularly in new markets where the level of competition increases quickly in a very short timeframe."

### 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, hospitality, retail, entertainment, telecommunications, manufacturing, 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 [www.compudigm.com](http://www.compudigm.com).

### 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 28,900 people worldwide.

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