



## **Grupo Cortefiel Selects Teradata CRM to Drive Sophisticated 'WOW' Marketing for Its 'women'secret' Brand**

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### **Leading Fashion Retailer Chooses Enterprise Analytics With Multichannel CRM Capabilities to Engage Large and Growing Customer Base in Individualized Communications**

WARSAW, Poland, Apr 23, 2007 (BUSINESS WIRE) -- Teradata, a division of NCR Corporation (NYSE:NCR), announced that its data warehouse-driven customer relationship management (CRM) software has been implemented at Grupo Cortefiel, a leading retail fashion company based in Madrid. The CRM modules are being used to analyze and manage customer communications for the Cortefiel brand known as women'secret, a lingerie line, in an initiative to grow the customer base of its new women'secret Club (dubbed women'secret Wonderclub, also known as Club WOW).

"Only four months after the launch of the Wonderclub in Seville and Murcia, we already have tripled the subscribing customers, and soon we will extend it to the rest of Spain," said Belen Valiente, director of Club WOW at Grupo Cortefiel. The marketing initiative, enabled by Teradata CRM, is expected to attract new women'secret customers, who can "subscribe, without commitment, to enjoy club benefits and advantages."

"Customers that join Club WOW receive 'wowmoney,' saving 5 percent of the amount spent in its 'wowcard' to use at women'secret during one year," said Valiente. "Also, a 'happy wow' message sends a timely birthday surprise. A 'wowsale' message offers relevant discounts. 'Wowlife' allows a customer to enjoy free exclusive concerts, festivals and trips at the beginning of each season."

Valiente said that sophisticated CRM customer event triggers are used to launch timely, individualized promotions.

"We are delighted that our relationship with Grupo Cortefiel has flourished from the initial Teradata Warehouse to the deployment of our sophisticated CRM solutions," said Jose-Andres Garcia, sales manager for Teradata in Spain. "Cortefiel and the women'secret business have already begun to realize value from our enterprise analytics and multichannel CRM portfolio. Retail leaders, like Cortefiel, compete in a dynamic, real-time world where marketing must engage individual customers at Web speeds and with relevant, timely, personalized messages and offers."

Valiente said that Cortefiel needed a solution to "fully optimize the relationship with individual customers who require 360-degree visibility." She said that Teradata CRM has already produced measurable results and that the solution "is a real strategic tool for our business, not only in terms of profitability but also in terms of image, service and customer satisfaction."

Grupo Cortefiel first invested in Teradata in 2004 to create an enterprise data warehouse (EDW) that dramatically improved the quality, clarity and speed of information access across the enterprise. Business users of the EDW include marketing and sales, as well as a variety of operational, financial and inventory management process specialists.

Cortefiel has reported that the new capabilities of its marketing program, enabled by Teradata CRM, manage the complete range of customer management activities around profitability and retention to extend customer loyalty and lifetime value. Initially, the data warehouse was implemented to transform operational data into knowledge to support a variety of decision-making. As the use of the EDW progressed, Cortefiel integrated data from across different marketing channels while also introducing analytics to better understand and manage customer transaction behavior.

#### **About Grupo Cortefiel**

Grupo Cortefiel, based in Spain, is a leader in fashion retail for men and women with more than 1,100 stores worldwide and an aggressive expansion plan. The group, founded in 1979, focuses sharply on fashion trends with exclusive, quality designs at reasonable prices and a distinct customer orientation. Their loyalty clubs are the most popular in Spain and employ more than 8,676 people, including the brands Springfield with more than 1.2 million subscribed customers, Cortefiel with more than 3 million subscribed customers, Milano with more than 47,000 subscribed customers, women'secret, Pedro del Hierro and Douglas.

#### **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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