



Norwich Union Selects Teradata CRM to Support Customer Value Management Program

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Data Warehouse-Driven Relationship Management Portfolio Provides
Enterprise-Class Analytics and Sophisticated Customer Contact
Technology

DAYTON, Ohio--(BUSINESS WIRE)--April 30, 2007--Teradata, a division of NCR Corporation (NYSE:NCR), the global leader in data-warehouse-driven enterprise analytics, announced today that UK-based Norwich Union, an Aviva company and the world's fifth-largest insurance group, has selected Teradata to provide the customer relationship management (CRM) software required to manage its Customer Value Management (CVM) Program.

Norwich Union selected Teradata CRM modules Communication Manager and Communication Director as well as Teradata Professional Services and the Financial Services Logical Data Model. This agreement extends the existing relationship with Teradata that recently developed the data warehousing platform to support Norwich Union's innovative and rapidly growing "Pay As You Drive" insurance product initiative.

Through the CVM program Norwich Union is seeking to:

- Transform the culture within Norwich Union and its RAC (Roadside Assistance Company) where insight from their customers is used to drive an integrated approach across proposition development, pricing and marketing communications
- Develop a single customer view both within and across the RAC and Norwich Union brands
- Develop marketing planning at a customer level that improves relationships across multiple brands and the full range of customer contact channels
- Create a world-class analytic capability to drive timely, relevant and profitable communications with customers
- Harmonize customer information systems and processes across brands and products

Norwich Union and Teradata will also partner with Ogilvy One Worldwide (part of the WPP Group), through its recently launched "Ogilvy Engage" operation to help deliver the cultural change needed to move towards a customer-centric organization.

"We are very excited to be building on the existing relationship with Teradata to deliver what will be a huge step change for Norwich Union and how we interact with our customers," said Lindsay Forster, director of marketing services for Norwich Union Insurance. "We look forward to working with both Teradata and Ogilvy One to truly transform our customer planning, communications and relationships."

Teradata CRM solutions have a proven track record of quickly and effectively resolving industry-specific business challenges such as customer value, acquisition, growth and retention -- while also generating rapid and dramatic return on investment. Teradata's Professional Services organization provides the world's deepest consulting expertise on enterprise data warehousing.

"Teradata is proud that Norwich Union has increased its confidence and investment in our data-warehouse-driven solutions for customer management," said Herman Wimmer, area vice president for Teradata in Europe, the Middle East and Africa.

Teradata announced in October 2006 that Norwich Union had selected the global enterprise data warehousing leader to provide an active data warehouse platform for sophisticated management of enterprise intelligence.

About Norwich Union

Norwich Union is an Aviva company. Aviva is the world's fifth-largest insurance group and the biggest in the UK. It is one of the leading providers of life and pension products in Europe and has substantial businesses elsewhere around the world. Its main activities are long-term savings, fund management and general insurance. It has premium income and investment sales of GBP 36 billion and GBP 332 billion of assets under management. Aviva has 58,000 employees serving 35 million 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 29,500 people worldwide.

About OgilvyOne Engage

OgilvyOne Engage was launched in the UK in November 2006. Building on its tradition as one of the world's leading relationship marketing and digital marketing organizations, OgilvyOne has brought together the skills and capabilities of a number of leading brands in the areas of business information (Hyperion); enterprise data warehousing services (Teradata); call and customer service centers (Sitel) and one of the world's leading professional services firms. The Engage team aims to deliver the ideal organizational and technological service platforms to achieve optimal marketing and business results. (www.Ogilvy.co.uk)

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