Teradata Positioned in Leaders Quadrant in New Report on Rapidly Growing Market Space for Multichannel Customer Campaign Management

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DAYTON, Ohio--(BUSINESS WIRE)--May 1, 2007--Teradata, a division of NCR Corporation (NYSE:NCR), the global leader in data warehouse-driven enterprise intelligence, has announced that Gartner, Inc., the world's leading provider of research and analysis about the global information technology industry, has positioned Teradata in the leaders' quadrant among customer relationship management (CRM) vendors who provide multichannel campaign management solutions. The positioning appears in Gartner Analyst Adam Sarner's new report "Magic Quadrant for Multichannel Campaign Management, 1Q07," dated April 6, 2007.

The report provides a market overview that includes 13 CRM vendors in the multichannel campaign management space. Sarner makes the general industry observation that "The multichannel campaign management market continues to show strong growth and overall marketing automation is one of the fastest-growing CRM investment areas, at an approximate 16 percent compound annual growth rate from 2006 through 2011. Fueling growth were marketers that continue to shift investments from mass-marketed, one-channel, one-way, company-driven campaigns to multichannel, measurable interaction-driven campaigns."

Multichannel campaign management enables processes that "communicate offers to customer segments in a multichannel environment," Sarner wrote. He extended the description to address advanced analytic functionality, including event triggering and real-time recommendations. He also characterized vendors in the leaders quadrant as companies that "consistently out-perform in overall campaign management performance for basic and advanced campaign management, as well as for integration with e-marketing. Leaders have high market visibility, high market penetration, strong market momentum and a strategic vision for growing the campaign management business."

Teradata in December delivered on its commitment to continuously enhance Teradata CRM, adding new features and capabilities to the portfolio. These new features include complex offer optimization; extended access to marketing automation; simplified data import capabilities; improved reusability of campaign components and expanded Web compatibility. These new capabilities leverage Teradata's global leadership in advanced, data warehouse-driven customer management and deep expertise in marketing automation.

Teradata is the preferred choice for customer management solutions and consulting services among companies that pursue an integrated, centralized approach to analytics and enterprise intelligence. Teradata customer Meredith Corporation, one of the world's leading media and marketing companies, recently expanded its Teradata CRM capabilities to further integrate, improve and personalize its online marketing capabilities. Meredith's customer communications reach more than 85 million Americans each month and the company has an extensive Internet presence that includes 30 Web sites and strategic alliances with leading Internet destinations.

The recent Teradata CRM upgrade "will further support our growing number of CRM programs, including direct marketing campaigns and customer loyalty programs," said Craig Gard, Meredith manager of applications and development. Craig Gard is an active member and former chairperson of Teradata's Analytical Applications Product Advisory Council.

"We are pleased to see Teradata's customer relationship management solution portfolio placed in the leaders' quadrant," said Sam Gragg, vice president for Teradata Customer Management Solutions Marketing. "Teradata CRM continues to attract new companies to Teradata across industries and the world. Businesses realize they are competing on analytical intelligence delivered in real time - and Teradata CRM on a Teradata Warehouse ensures the freshest intelligence fastest. Teradata CRM helps users know at any given moment exactly which customers to contact and what to talk to them about - and then act - with timely, relevant messages. We collaborate closely with our strong user community to bring innovation and powerful information utility to marketing."

To view the entire analyst firm report, visit the Web link: http://mediaproducts.gartner.com/reprints/ncr/vol3/article5/article5 .html (Due to its length, this URL may need to be copied/pasted into your Internet browser's address field. Remove the extra space if one exists.)

About the Magic Quadrant

The Magic Quadrant is copyrighted 2007 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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.

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