



Meijer Deploys Software to Optimize In-Store Promotions

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NCR Copient and Teradata Applications Provide Closed-Loop Solution

to Improve Delivery of Offers to Shoppers at the Checkout

GRAND RAPIDS, Mich.--(BUSINESS WIRE)--May 3, 2007--Meijer, a family-owned chain of 177 superstores in Michigan, Ohio, Indiana, Illinois and Kentucky, has deployed a new marketing tool that optimizes delivery of individualized promotional offers to Meijer customers.

Provided by NCR Corporation (NYSE:NCR) and Teradata, a division of NCR, the Enterprise Offer Management solution includes NCR's Copient Logix software and Teradata Customer Relationship Management (CRM), an analytical software portfolio.

"Meijer wants to continuously improve its relationship with our customers, and we increasingly look for technology to help with that process," said Meijer Director of Retail Systems Elmer Robinson. "Enterprise Offer Management greatly enhances our ability to manage the promotional offers that we extend to shoppers at the checkout and, potentially, at other touchpoints in the future. It provides a 'closed loop' solution, from data warehousing to campaign management, to offer optimization, to content management to multichannel execution."

Enterprise Offer Management is designed to deliver cost savings, increase revenue and margins and improve the shopping experience. It comprises the processes and technologies that enable retailers to create, manage, execute and evaluate promotional programs.

NCR and Teradata deliver a complete package of software components that provide all the necessary functions for a successful Enterprise Offer Management implementation, from data warehousing and analytics to promotion management and communications delivery at consumer touchpoints. These key software components are:

- Teradata CRM, which helps retailers understand the needs and preferences of different customer groups and automates the delivery of personalized communications through the best channel;
- Teradata Offer Optimizer, which automates the process of matching hundreds of products or offers to millions of customers, based on sophisticated business rules and a simple user interface;
- NCR's Copient Logix, which manages offer distribution at retail touchpoints, such as point-of-sale (POS) workstations, kiosks, fuel pumps, Web sites or e-mail - in real time - providing value to customers while they are shopping; and
- An open POS application with consumer marketing functionality, such as NCR Advanced Checkout Solution (ACS), which optimizes and ensures offer delivery at the checkout.

"We did not have to worry about stitching together multiple products to deploy an end-to-end solution," Robinson said. "NCR ACS, with the Consumer Marketing module, was already in place chainwide, driving our POS operations. The other components of our Enterprise Offer Management solution - Teradata CRM, Teradata Offer Optimizer and Copient Logix - were proven and integrated, enabling us to readily implement and launch an effective promotional management program."

About Meijer

Established in 1934 and based in Grand Rapids, Mich., Meijer operates 177 family-owned superstores in Michigan, Ohio, Indiana, Illinois and Kentucky. To learn more visit www.meijer.com.

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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