## Amp'd Mobile Improves Customer Experience with Teradata

May 10, 2007 at 12:16 PM EDT

Mobile Entertainment Provider is Extending Its Enterprise Data Warehouse into Marketing to Enhance Communication with Their Customers

DAYTON, Ohio--(BUSINESS WIRE)--May 10, 2007--Teradata, a division of NCR Corporation (NYSE:NCR), announced today that Amp'd Mobile, the pioneer of integrated mobile entertainment targeting youth and young adults, has selected Teradata's Customer Relationship Management (CRM) application.

In the first phase of the project, Amp'd Mobile integrated 10 sources of operational data into its enterprise data warehouse. This application will allow the company's marketing team to enhance customers' experience with Amp'd Mobile by segmenting customers and creating multichannel campaigns based on customer behavior. Mobile data such as ring tones, games, and videos will soon be available at the subscriber level. Amp'd Mobile plans to integrate handset and Web site information in the future.

"Having Teradata CRM will let us run many more campaigns than we ever could before, target them at specific segments of users, and directly measure the results," said Giles Yassin, the marketing director at Amp'd Mobile who is leading the effort. "We will be able to develop our campaigns iteratively, making sure we get the right message to the right users. This will help us retain our existing subscribers, improve collections, increase average revenue per user and effectively target new customers."

Teradata and Amp'd Mobile have agreed to develop a strategic partnership around this implementation. As part of this agreement, Teradata will be able to leverage the intellectual property gained to augment its solutions for the wireless industry.

"Amp'd is a fascinating company to work with," says Ralph Vossmeyer, Teradata solution vice president. "Their executives have a strong vision for how a Teradata-based one-to-one view of customer can personalize the unique content-oriented experience provided by the Amp'd platform via actionable detail. Teradata is a recognized leader in providing powerful business solutions at larger wireless carriers, and we are proud to be part of the mobile content innovation taking place at Amp'd. I'm thrilled that Teradata will be able to help Amp'd extend their competitive advantage even further by analyzing the data and tailoring communications more effectively with customers."

About Amp'd Mobile

Amp'd Mobile is the first integrated mobile entertainment company for youth, young professionals and early adopters, and the only third-generation (3G) carrier in the United States specifically targeting youth and young professionals. By leveraging the power of broadband wireless (EVDO), Amp'd Mobile offers traditional services such as voice and text within a completely fresh user interface designed specifically for the "mobile graduate" and 3G technology. With a myriad of customizable options to meet each person's individual needs, as well as strategic alliances with top entertainment properties, such as MTVN and Universal Music Group, Amp'd Mobile brings a more relevant, personal experience to the wireless lifestyle with unique music, video, community, entertainment, sports and gaming offerings divided into various channels for quick and easy access. Amp'd Mobile is offered nationwide and more information can be found at www.ampd.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.

NCR and Teradata are trademarks or registered trademarks of NCR Corporation in the United States and other countries.

```
    CONTACT: NCR Corporation
             Teradata Division
             Keith Wiederhold, 937-445-9659
             keith.wiederhold@teradata-ncr.com

    SOURCE: NCR Corporation
```