



## **Teradata Wins Data Warehouse/CRM Project for Hyundai Department Group**

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- Hyundai Department Store to Expand CRM to More Card Holders -

Hyundai Home Shopping Takes Teradata DW/CRM Solution Onboard To  
Improve Service Quality and Mass Data-Processing Performance

SEOUL, Korea & DAYTON, Ohio--(BUSINESS WIRE)--July 6, 2007--Teradata, a division of NCR Corporation (NYSE:NCR), announced today that Hyundai Department Store and Hyundai Home Shopping have adopted Teradata solutions for their data warehouse (DW) and customer relationship management (CRM) projects.

Hyundai Department Store, which became the first company to use a CRM solution in the retail industry in Korea, will expand the scope of its CRM system beyond existing Hyundai Department Store card holders to include holders of other credit cards. The retailer will also redefine the focus of customer rating criteria from sales volume to profit, and implement a wide variety of efficient CRM approaches that put customers first.

"Teradata's new data warehouse and customer relationship management solutions will enable us to implement a variety of CRM marketing initiatives and improve our revenue," said Team Manager Seok-doo Jin of Hyundai Department Store. "An important factor in our decision was the market reputation of Teradata as the best data warehouse and customer relationship management vendor in Korea and elsewhere around the world, as well as Teradata's outstanding technology, expertise and customer service."

Hyundai Home Shopping is introducing a DW/CRM solution for the first time in its history. Hyundai Home Shopping became the first home shopping retailer to exceed the 1 trillion Korean won mark of trading volume in just five years since incorporating in 2001, and ranked at the top in the home shopping retailer category of the 2006 Korean Customer Satisfaction Index of Korea Management Associated Consulting because of its priority on customer service improvement.

Team Manager Hun Lee of Hyundai Home Shopping said that the home shopping retailer had considered the Teradata DW/CRM solution as the most advantageous and efficient mass data-processing platform to enable scientific sales support, one-on-one customer contact point management, and management decision-making support.

Hyung-wook Kim, director of distribution for Teradata in Korea, said, "Hyundai Department Store Group is one of the leaders in the Korean retail industry that has accumulated know-how in the DW/CRM area over several years since it introduced the first CRM solution of its kind in the industry. It is noteworthy that Teradata has earned the endorsement of Hyundai Department Store Group as a business partner over other vendors." He also said that Teradata has succeeded in further solidifying its presence in the market through its new customers, and these business successes will lead to future growth of the company's enterprise data warehouse business in Korea.

### **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 29,500 people worldwide.

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