Delta Air Lines Wins Data Warehouse Award with NCR Teradata

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DAYTON, Ohio, Aug. 18 /PRNewswire/ -- In recognition of innovative application of data warehousing, DM Review magazine has awarded Delta Air Lines its prestigious 2000 World Class Solution Award. Delta was recognized in the Business Intelligence category for its enterprise data warehouse, which is based on NCR Corporation's Teradata(R) database.

Delta uses its two-terabyte data warehouse to improve its understanding of sales and distribution channels -- how passengers buy tickets (i.e., through travel agencies, over the phone or via the Internet). By understanding that mix and how changes in areas such as advertising, ticketing practices and incentives can influence how passengers purchase tickets, Delta has improved the efficiency and effectiveness of its marketing and operations.

The Delta/NCR entry was chosen from more than 50 case studies. A team of judges that included data warehouse practitioners, consultants, and educators selected winning entries that represented the most strategic initiatives in the business intelligence, data warehousing and e-business market. The winners will be featured in the September 2000 issue of DM Review.

About DM Review

DM Review, published by Thompson Financial EC Media Group, provides timely, high-quality editorial for corporate and IT management by covering business intelligence, e-business and data warehousing issues and solutions from both perspectives-business and technology.

About Delta Air Lines, Inc.

Delta's goal is to become the #1 airline in the eyes of its customers, flying passengers and cargo from anywhere to everywhere. Passengers already choose to fly Delta more often than any other airline in the world. Customers can choose from more than 5,299 flights each day to 362 cities in 58 countries on Delta, Delta Express, Delta Shuttle, the Delta Connection carriers, and Delta's Worldwide Partners. Delta is a founding member of SkyTeam, a global airline alliance which provides customers with extensive worldwide destinations, flights and services. For more information, visit Delta at www.delta-air.com .

About Delta Technology, Inc.

Delta Technology is Delta Air Lines information technology subsidiary, providing world class information technology solutions. The company is based in Atlanta and employs more than 2,400 people.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a US$6.2 billion leader in providing Relationship Technology(TM) solutions to customers worldwide in the retail, financial, communications, travel and transportation, and insurance markets. NCR's Relationship Technology solutions include privacy-enabled Teradata(R) warehouses and customer relationship management (CRM) applications, store automation and automated teller machines (ATMs). The company's business solutions are built on the foundation of its long-established industry knowledge and consulting expertise, value-adding software, global customer support services, a complete line of consumable and media products, and leading edge hardware technology. NCR employs 32,500 in 130 countries, and is a component stock of the Standard & Poor's 500 Index. More information about NCR and its solutions may be found at www.ncr.com .

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