



NCR Expands E-Business Data Warehouse Offer

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DAYTON, Ohio, Sept. 25 /PRNewswire/ -- NCR Corporation (NYSE: NCR) today launched new versions of its E-Business Teradata Active Warehouse and Intelligent E-Commerce solutions, both include a more detailed set of reports that enable e-businesses to get a more in-depth look at their customers and their businesses.

Up-and-coming dot coms, including Homestore.com, Telephia and Netcentives join NCR's growing list of e-businesses that are using the company's Teradata database as the foundation of their customer-focused marketing initiatives.

"E-businesses are realizing that building and maintaining one-to-one customer relationships is critical to future profitability and competitiveness," said Mike DeBrosse, vice president of e-business marketing for NCR. "And in many cases, data are their richest asset. It follows that these companies would want to manage their data using the industry's most powerful, scalable database -- NCR Teradata."

Through an agreement with MicroStrategy to use its industry-leading business intelligence platform, NCR has expanded the capability to produce insight reports in version 3.0 of the E-Business Teradata Active Warehouse three-fold from more than 100 to more than 300. This expanded data warehouse solution allows businesses to gain greater insight into their business in the following areas: web site analysis, customer analysis, e-commerce analysis, cross channel analysis, campaign analysis, e-advertising analysis, and call center analysis.

New reports included in this version:

- lookers to bookers -- goes beyond banner click-through rates to display transaction volume per banner and calculates margin received after banner costs
- customer profiling -- includes various ways to segment customers, including customer satisfaction by age group, lost customers by gender, customers by geographic region, and even sales lost from unsatisfied customers
- channel profitability -- generates reports that look across business channels (Web, call center, in-store, kiosk) to determine profitability by year and channel
- pre- and post-campaign analysis -- provides insight into the success of marketing campaigns with reports that forecast the ROI and profit for a campaign based on previous campaigns; identify the best regions and disposable income bands for a given campaign; and ranks customers by their increase in wallet share from before to after a campaign

NCR's Intelligent E-Commerce solution is targeted toward "e-tailers," click and mortar businesses, and consumer goods manufacturers. These NCR-developed applications are designed to capture and interpret customer interactions, determine online advertising effectiveness, calculate product promotion results, and provide a consolidated customer view of online and offline channels. Version two of NCR's Intelligent E-Commerce solution includes three modules:

- Intelligent E-Analysis is the foundation application and provides detailed understanding of product and promotional effectiveness on the e-storefront as well as abandonment and fulfillment analysis.
- Intelligent E-Referral provides insight into e-storefront interaction and referral effectiveness on the e-storefront including referral ROI.
- Intelligent Cross Channel provides detailed understanding of customer behavior and interactions, product and promotional impact and contribution across customer contact channels.

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, manufacturing, 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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