



Expanding Wireless Market Intelligence Firm, Telephia, Selects NCR Teradata(R)

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DAYTON, Ohio, Sept. 25 /PRNewswire/ -- Telephia, the standard in competitive marketing and network performance intelligence for the wireless voice and wireless data industry, has selected NCR Corporation's (NYSE: NCR) Teradata(R) Active Warehouse to support its core business.

The outsourcing order is valued at nearly \$3 million with the active data warehouse to be based at NCR's Rancho Bernardo facility in San Diego. The system is expected to grow to one terabyte in size by the end of 2000.

Telephia tracks and reports metrics of wireless phone and wireless Internet usage, integrating its proprietary data sources and third-party information, and analyzing it for five of the six major wireless companies, as well as handset manufacturers, tower companies, Internet firms and financial institutions.

"Gathering and storing data, and transforming it into useful products for the wireless industry is Telephia's core business. Our customers expect fast and accurate, unbiased information to reach their business objectives. This means we must have a data warehouse that is dependable and scalable as well as powerful enough to analyze a dramatically growing volume of data," said Tom Borchelt, executive director, data warehousing of Telephia.

According to Mike DeBrosse, vice president of e-business marketing for NCR, "We are delighted to serve Telephia with its ambitious growth plans in the exciting field of wireless market intelligence services. Teradata is the right platform to analyze and integrate data for distribution across the Internet to Telephia's growing customer base."

About Telephia

Through its proprietary data gathering services and partnerships with premier information providers, Telephia provides an innovative approach to collecting timely, accurate and integrated marketing and network quality data. This information allows carriers to more effectively track their relative market performance and thus better attract, serve and retain customers. San Francisco-based Telephia is a privately held company with leading investors that include AEA Investors, Oak Hill Venture Partners, The Megunticook Fund, Prime New Ventures and Cedar Grove Investments, LLC. For further information, see Telephia on the web at www.telephia.com or call 415-834-9200.

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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