



## **Skyrocketing Netcentives Puts NCR Teradata(R) Warehouse at Core of its Business**

September 25, 2000 at 1:08 PM EDT

DAYTON, Ohio, Sept. 25 /PRNewswire/ -- NCR Corporation (NYSE: NCR) today announced that Netcentives Inc. (Nasdaq: NCNT), a leading outsource provider of loyalty and direct marketing services, is consolidating its customer loyalty data from several databases to a single Teradata(R) Active Data Warehouse. The move will enable Netcentives to provide more value to its clients through Teradata's sophisticated analytics and reporting. Another key factor in the decision was Netcentives dramatic growth, which has dictated a need for a more scalable and powerful data warehouse than the incumbents.

The choice of data warehouse was crucial to Netcentives because its raison d'etre is maintaining and maximizing customer relationships, and the data warehouse sits at the core of its long-term strategy to add value to every relationship. Through the company's loyalty and direct marketing services, Netcentives currently manages over 40 million customer relationships on behalf of clients such as American Express, AOL, CMGI and Lycos.

By the end of 1999, Netcentives had outgrown its databases for reporting and analysis purposes. The company's new Teradata-based single repository has made managing the database much easier and generating reports much faster. In addition, the scalability of NCR's solution maximized Netcentives management capabilities and program effectiveness. Finally, Netcentives was comfortable that Teradata gave it room to grow -- NCR has more than 220 data warehouses of more than one terabyte installed, and many customers with data warehouses in the tens of terabytes.

"Our business is customer relationships," said Tim Catlin, chief technology officer of Netcentives. "Consequently, choosing a loyalty data warehouse that meets our requirements today, and can scale to keep pace with our dramatic growth, is an important technology decision. The Teradata Active Warehouse addresses all our scalability, management and reporting issues."

"Like MatchLogic, Travelocity.com and others, Netcentives has discovered that Teradata is the perfect way to collect and protect the vast amounts of customer data from the Internet," said Mike DeBrosse, vice president of e- business marketing for NCR. "Teradata gives them a way to analyze the data and make decisions much more quickly than would be possible with any other data warehouse."

Netcentives purchased a dual 4850 production system with 440 GB of disk and a 4400 development system with the Teradata warehouse suite of tools. It also commissioned NCR's professional services staff to develop a logical data model and implement the data warehouse. The implementation is due to be completed by December 2000.

### **About Netcentives Inc.**

San Francisco-based Netcentives Inc. (Nasdaq: NCNT), a leading outsource provider of loyalty and direct marketing solutions, delivers a broad suite of relationship marketing services including business, consumer and employee loyalty programs, customized email marketing and consulting services. With a global customer base approaching 300 companies, and over 40 million managed relationships, Netcentives' patented business processes and scalable technology infrastructure provide clients with the power and flexibility to drive enduring customer relationships both online and offline. Netcentives' Loyalty Solutions division enables its worldwide clients to attract, retain and maximize the value of their customers and employees. Through its Direct Marketing division, Post Communications, Netcentives offers customized email marketing services including the marketing strategy, program design, production and technologies required to retain customers and drive sales. For more information about Netcentives and its portfolio of relationship marketing solutions, visit [www.netcentives.com](http://www.netcentives.com) or call 415.538.1888

### **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](http://www.ncr.com).

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