



## **Teradata Announces Fraud Management System for Communications Companies**

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DAYTON, Ohio, April 2 /PRNewswire/ -- Communication Service Providers (CSP) can quickly identify current and evolving subscription or identification fraud related schemes with the new Teradata Fraud Management system from Teradata, a division of NCR Corporation (NYSE: NCR). Teradata Fraud Management is being launched today at the Next Generation Fraud Conference in London.

Teradata Fraud Management uses the Teradata(R) data warehouse as its foundation for developing customer profiles, facilitating a holistic view of potential fraudulent activity. Teradata's Fraud Management solution, part of Teradata's Revenue Assurance Suite, solves fraud problems while enriching Customer Relationship Management (CRM) activities. Presently, communications fraud loss due to both subscription fraud and bad debt accounts for 1.5% to 5% of lost revenue, estimated globally at over \$22B in 2000.

Teradata Fraud Management's near real-time detection capabilities and sophisticated case management system improves revenue to the bottom line through early detection of fraudulent activity. Additionally, the Fraud Management solution highlights campaign offers that attract fraudulent customers thus reducing exposure to fraud due to aggressive acquisition policies.

Teradata Fraud Management is designed to analyze call detail records once this information is available from the switch. This capability allows a CSP to identify, monitor and halt improper usage of services, reducing exposure to bad debt. Teradata Fraud Management provides CSPs with another layer for managing customer relationships -- tracking and monitoring customers that have no intention of paying for their services. Beyond processing customer data records in near real time, Teradata Fraud Management ensures the analysis is part of the natural business process to be conducted in near real time.

Far EastOne, a fast-growing mobile carrier in Taiwan, is one of Teradata's first customers to implement Teradata Fraud Management. After implementing Teradata Fraud Management, fraudulent activity was reduced due to early detection and termination of fraudulent usage of the network.

With detailed customer data records and a sophisticated neural network, Teradata Fraud Management allows link analysis and sophisticated behavioral fingerprinting or profiling of customer activities. This not only leads to the identification of fraudulent activity, but also is transferable to CRM solutions, helping CSPs create on-point campaigns and targeted offers to customers based on buying and usage behaviors.

"Teradata Fraud Management gives CSPs the ability to manage different types of customer relationships and touchpoints through integrating Teradata's Fraud system with its overall communications solution portfolio. This integration enhances a CSP's effectiveness with targeting campaigns and services to profitable customers," said David Hawley, analyst, Yankee Group.

By combining Teradata Fraud Management with the Teradata Communications Logical Data Model, which is the strategic CRM enabler and data model foundation for a Teradata(R) data warehouse, CSPs will have a complete suite of applications to meet their revenue assurance efforts.

### **About Teradata Division**

Teradata, a division of NCR Corporation, offers powerful analytical solutions that help businesses drive growth. Teradata solutions include the Teradata database, and analytical applications for customer relationship management, operations and financial management, business performance management and e-business. To learn more about Teradata Division and its solutions, go to <http://www.ncr.com/teradata>.

### **About NCR Corporation**

NCR Corporation (NYSE: NCR) is a 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 32,900 in more than 100 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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