



Enhanced Software Brings Decision Support Out of Its Ivory Tower and into the Front Line

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Teradata First To Integrate Data Mining Capability Into Powerful Database

Engine To Drive Customer Growth

BERLIN, April 23 /PRNewswire Interactive News Release/ -- Teradata, a division of NCR Corporation (NYSE: NCR), today introduced Teradata(R) Warehouse 6.1, a suite of enhanced data warehousing and data mining software that includes Teradata(R) Warehouse Miner.

Teradata is the first to integrate the data mining capability, analytical modeling and scoring into a single, powerful database engine. This integration helps businesses drive growth by more quickly and efficiently analyzing customer behavior information, then getting the business intelligence to front line employees to better serve customers.

"While our competitors have been talking about it, Teradata has been helping customers leverage the competitive benefits of integrated data mining for three years," said Mark Hurd, executive vice president and chief operating officer for Teradata at a global customer conference in Berlin. "Our approach to data mining is that it not only serves top management, but puts the company's intelligence in the hands of front line employees, allowing them to make better decisions faster and cheaper than their competition."

Teradata Warehouse 6.1 brings technical enhancements to the database that makes it easier for customers to use a range of critical business applications to leverage enterprise-wide data. Some of the applications are demand chain management, customer relationship management (CRM) and e-business offerings.

"Teradata Warehouse Miner's scalability and high performance enabled us to quickly develop the Customer Analytical Record that helps us better serve our customers," said Christopher Dawes, senior analytical modeler, E*TRADE.

A pioneer in data mining, Teradata first integrated OLAP (online analytical processing) including data mining functions into the database in 1998. TeraMiner Stats integrated the data preparation capability in 1999. Today, Teradata Warehouse Miner is a comprehensive analytical tool that performs the entire data mining process in a single database. By leveraging the inherent parallelism and processing power of the Teradata engine, Teradata Warehouse Miner enables businesses to analyze detailed data about customers and solve complex business problems such as customer segmentation, propensity to buy, sales forecasting and fraud detection.

This integration of data mining within a centralized data warehouse streamlines the data mining process, improving both accuracy and speed. For example, a major telecommunications company can automatically monitor customer defections and, by applying complex business rules to determine the value of each customer, act to retain the valuable ones within 24 hours. Previously, such analysis was only useful for long term strategic planning because answers could not be produced quickly enough.

"The massive increases in data velocity and volume many enterprises are enduring drive the need for advanced analytics without requiring additional data extracts, preparation and latency," said Doug Laney, vice president, Application Delivery Strategies, META Group. "Companies incorporating analytic modeling and scoring directly in the DBMS engine offer a compelling solution for organizations that desire mixed workload capabilities rather than the traditional multi-tier analytic architectures commonly implemented in other DBMSs."

Demand chain management is another activity energized by Teradata's enhanced software. For example, a major retailer can optimize the quantity of flu medicines on its shelves by tracking daily purchases of items like cough syrup and aspirin to map the spread of flu across the United States.

"Businesses operate in an increasingly complex decision environment. Let's say you manage a European hub for an international courier company. You have a disabled plane in Dusseldorf with 20,000 packages on board, some with guaranteed delivery. What should you do? To take the best action, you need to be able to get answers to multiple questions like aircraft and crew availability, shipment and customer profitability, and impact to the flight schedule. And you need that information fast," said Hurd. "In order to take the best action, you need one single view of the enterprise -- a central integrated data warehouse with powerful analytics."

To boost speed, Teradata performs data mining operations such as data preparation, analysis, analytical model development and execution inside the database, rather than consuming precious time by moving large amounts of data in and out of the data warehouse as it is processed.

In addition to speed, accuracy is critical when relying on data to make insightful business decisions. Working in a single integrated database, Teradata allows for an exhaustive review of all data, not just a sample that may offer misleading clues to customer behavior. Especially important for credit card companies which analyze immense amounts of data to spot patterns of misuse, this technology enables them to catch fraudsters without delay.

Starting in June, Teradata Warehouse 6.1 can be ordered on UNIX, Windows NT and Windows 2000. Teradata Warehouse Miner can be ordered on Windows NT and Windows 2000.

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.Teradata.com>.

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 33,200 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.

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