Teradata's New Performance Measurement and Management System Captures Enterprise-wide Key Performance Indicators

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DAYTON, Ohio, April 23 /PRNewswire Interactive News Release/ -- Teradata, a division of NCR Corporation (NYSE: NCR), today announced the addition of the Teradata(R) Performance Measurement and Management system to its communications solutions portfolio.

"The Teradata(R) Performance Measurement and Management system allows companies to have a complete picture of their organization's objectives on a daily, weekly, monthly or quarterly basis," said David Hawley, analyst, Yankee Group. "A Communications Service Provider (CSP) can significantly improve its overall success by gaining near real-time information on key performance indicators."

The Teradata Performance Measurement and Management system offers an interactive window to the Teradata data warehouse and provides a balanced view of a company's performance against objectives. By establishing management processes and acting on this information, an organization can improve operations, increase customer satisfaction and make better business decisions.

"Teradata's Performance Measurement and Management system provides a way to capture vital learning for continuous improvement and strategy refinement. It allows companies to identify opportunities for breakthrough performance to achieve a competitive edge. Companies want to look beyond historical data to understand where future value can be created - this application offers that capability," said Jack Knapp, vice president, marketing for Teradata's communications and energy business.

Specifically, the Performance Measurement and Management system:

- allows an organization to achieve performance balance across the enterprise.

- serves as a company's command and control center; integrates key data from all enterprise sources into a single accurate view.

- permits traditional financial measures to be combined with customer, operational and organizational learning measures to provide a holistic picture of the business unit.

- offers key performance indicator measurement, allowing each supporting objective to be tracked and monitored to ensure each initiative is contributing to strategy implementation.

- improves the effectiveness of communications to employees on the company's vision, mission and strategic intent; helps employees focus their energies on tactics that correlate with strategic objectives.

- provides data to assist with decision making, such as where investments should be made to create future value.

The Performance Measurement and Management system is pre-mapped to Teradata's Communications Logical Data Model (LDM) to facilitate earlier return on investment. The Communications LDM is the strategic customer relationship management enabler and data model foundation for a Teradata(R) data warehouse. It ties together all the information about a communications company's customers, relating customer events, status, accounts, contracts, product/service offers, sales channels, revenue, usage, network and campaign information to address any business question on customer acquisition, retention and growth.

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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