



## **NCR's Teradata to Power Publix Super Markets, Inc. Data Warehouse**

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DAYTON, Ohio, May 3 /PRNewswire/ -- Teradata, a division of NCR Corporation (NYSE: NCR), has been chosen by Publix Super Markets, Inc. to expand its data warehousing capabilities. The \$14.6 billion company, the sixth largest supermarket chain in the United States, selected the Teradata(R) warehouse, which will conduct many aspects of decision support.

The Teradata warehouse will serve as a driving mechanism for Publix, America's largest employee-owned supermarket chain, to more thoroughly understand its business and products. With Teradata, Publix gains the ability to provide detailed historical and current information to its associates, enabling them to make better-informed decisions.

"As one of America's leading supermarkets, handling millions of transactions daily, Publix was ready for the power of the Teradata technology and we are delighted to help them implement their new data warehouse," said Darryl McDonald, vice president of Retail Enterprise Solutions for the Teradata division. "Managing the flow of information from 650 stores and putting it to work in a hotly competitive industry is the kind of job Teradata was designed to do," he continued.

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

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