



Teradata Launches CRM Industry Express

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DAYTON, Ohio, May 23 /PRNewswire/ -- Teradata, a division of NCR Corporation (NYSE: NCR), has announced it will launch industry-specific offers based on its customer relationship management (CRM) application suite. Each of seven pre-packaged solutions will be tailored to meet customers' specific business needs in less than 90 days, while maintaining the application's core capabilities.

"After working with hundreds of data warehousing customers who are leaders in their vertical industries, we have developed tremendous expertise in CRM processes," said Peter Heffring, president of Teradata's CRM division. "We know what works and what doesn't, and we are imparting that knowledge on to our customers, immediately adding value with minimal implementation time. We expect this approach to reduce dramatically their payback periods and drive top-line growth."

CRM Industry Express solutions are tailored in three ways:

1. The measures that drive return on investment (ROI) for each industry have been built into the solution.
2. The Teradata CRM application modules that will drive the greatest industry benefit have been packaged.
3. Industry-specific lexicon has been added throughout the application to ensure immediate usability and reduce training time.

"Companies want a CRM solution that is quick and inexpensive to implement," said Robert Mirani, Director, CRM Strategies, The Yankee Group. "But they need a solution that is tailored to their requirements. As company executives focus in on rapid ROI from IT investments, they will rely on vendors that can provide industry-specific solutions to help them succeed."

The solutions -- retail, communication, financial services, insurance, travel and transportation, e-business and energy -- will be available starting in the third quarter of 2001.

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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