e-Commerce and m-Commerce Have Changed Everything -- Except Consumer Behavior

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World-renowned marketing professor to address this issue and more at Teradata Conference in October

According to Ohio State University Professor of Marketing Dr. Roger D. Blackwell, e-commerce and m-commerce, or mobile commerce, will not change consumer behavior. Professor Blackwell will explain why, as the title of his book says, "Customers Rule!" in his opening keynote speech at the 15th PARTNERS conference sponsored by Teradata, a division of NCR Corporation (NYSE: NCR), on Monday, October 15.

Professor Blackwell will elaborate on why 21st Century new concepts like m-commerce will "evolutionize," not revolutionize, customer interaction with companies and retailers. The 2001 PARTNERS user group conference is entitled, "2001: A Teradata Odyssey. Leading the Way," and will be held October 14-18 in Orlando, Fla.

According to Ruth Fornell, chief marketing officer at Teradata, "Understanding the logical use of technology to improve customer service and overall customer relationship management is a cornerstone to keeping and capturing market share. With tighter budgets, implementation of inefficient technology can be a disaster. Worse yet, it can cost businesses millions of dollars if they use technology as a marketing channel rather than a communication channel. Professor Blackwell will enlighten our attendees about the fine points of technology implementation in improving customer relations. This is critical information as new technology opens new avenues for customer interaction," Ms. Fornell said.

According to Professor Blackwell, "One of the most important lessons for business is that they shouldn't adopt technology just for the sake of technology. If the latest breakthrough doesn't make life easier for consumers, it won't succeed. At this conference, I look forward to presenting what marketing tools make sense with today's technology. And, I also anticipate that Teradata customers, which are the companies that have a real understanding and interaction with the B2B and B2C channels, will also probe to uncover further insights into the challenges of great customer relations."

About Roger Blackwell

Roger Blackwell, professor of Marketing at Ohio State University and president of Roger Blackwell Associates, Inc., will address the conference attendees at the opening session utilizing an interactive, educational program. Blackwell recently published a global marketing textbook focusing on the theoretical and practical sides of global business, and will complement the customer relationship management (CRM) strategy and management track scheduled for the conference.

About PARTNERS 2001

Teradata's data warehousing and analytical applications customers, prospects, partners and employees from around the world will come together at PARTNERS 2001, Teradata's annual user group conference and expo, October 14-18 at the Walt Disney World Swan and Dolphin.

The conference, designed by Teradata customers, features 180 sessions on business issues, analytical applications and technology led by customers as well as Teradata leaders, partners and industry analysts. Featured speakers include NCR Chairman and CEO Lars Nyberg, Teradata Chief Operating Officer Mark Hurd, Teradata Chief Technology Officer Stephen Brobst, Teradata Development head Alan Chow and CRM leader Peter Heffring. For the complete conference program and online registration, visit www.ncrpartners.com .

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. NCR's Relationship Technology solutions include the Teradata(R) database and analytical applications such as customer relationship management (CRM) and demand chain management, store automation systems 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 33,300 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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