



## **Teradata Executives to Share Data Warehousing Expertise at Annual User Conference**

September 25, 2001 at 2:16 PM EDT

DAYTON, Ohio, Sep 25, 2001 /PRNewswire/ --

### ***Leaders in business and technology to share stage with industry analysts, customers***

Top executives from Teradata, a division of NCR Corporation (NYSE: NCR), will address customers, prospects and partners at Teradata's annual user conference, PARTNERS, in Orlando, Fla. next month. Teradata's leaders will share the stage with leading industry analysts from Gartner Group and META Group, as well as PARTNERS Steering Committee President Jeff Doris of Norfolk Southern Corporation.

At the conference, Teradata chief Mark Hurd will lead a panel discussion on business decision-making and the benefits of integrating business information. Chief Technology Officer Stephen Brobst will share with attendees the "tricks of the trade" for turning click stream data into useful information. The future of the Teradata database will be the subject of the presentation by Alan Chow, vice president and general manager of Teradata's development division. And Director of E-Marketing "eDave" Schrader will present The Next 5 Big E-things, updating last year's popular presentation with new information on the 2001 "e-meltdown" and the "revenge of the click- and-mortars."

In addition to data warehousing and e-business, conference sessions led by Teradata executives, analysts and customers will focus on customer relationship management (CRM), demand chain management, and the business return on investment (ROI) of these technologies.

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

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