



Teradata Center for Customer Relationship Management at Duke University to Hold First CRM Executive Education Program

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DAYTON, Ohio, Sept. 27 /PRNewswire/ -- Teradata, a division of NCR Corporation (NYSE: NCR), has announced that the Teradata Center for Customer Relationship Management (CRM) at Duke University will hold its first CRM executive program, in cooperation with Duke's open-enrollment executive education program, on November 19-20, 2001 at the university's Durham, N.C. campus.

The intensive two-day course will be taught by Martha Rogers, Ph.D., adjunct professor and co-founder of the international 1-to-1 and CRM consultancy Peppers and Rogers, and Julie Edell, associate professor of marketing at Duke's Fuqua School of Business. Peter Heffring, president of the Teradata CRM division and an executive on the center's advisory board, will serve as guest lecturer on the evening of November 19.

The CRM executive education program exemplifies the center's commitment to advancing CRM through global research and learning. The course will share the insight and professional experiences of industry leaders, in addition to case studies, interactive discussions and demonstrations. Participants will also learn the tools necessary to identify, differentiate and interact with their customers and how to customize offerings to meet their individualized needs. For more information about the CRM executive education program and for online registration, please go to www.ee.fuqua.duke.edu.

About Teradata Center for Customer Relationship Management at Duke University

The center was created as a partnership between Teradata and Duke University in September 2000 to establish CRM as a science - through research, an annual conference, an academic journal and curricula based on customer- focused business practices and marketing strategies. The center is co-directed by Martha Rogers and Richard Staelin, the Edward and Rose Donnell Professor of Marketing and Business Administration at the Fuqua School of Business and former executive director of the Marketing Science Institute.

About The Fuqua School of Business

The Fuqua School of Business (www.fuqua.duke.edu) was founded in 1969 and is now ranked among the top graduate schools of business in the United States. Fuqua offers its MBA degree in four formats. The Duke MBA is the school's flagship daytime program; the other non-residential executive MBA options include The Duke MBA - Weekend Executive, The Duke MBA - Global Executive, and The Duke MBA - Cross Continent. Fuqua is also a leader in non- degree executive education.

About Executive Education at the Fuqua School of Business

Fuqua's top-ranked open-enrollment executive education programs are designed to provide fast, practical solutions that can be brought back to the organization and result in real business value and impact. General management courses have the overall objective of improving the participants' leadership abilities, and specialized course are functionally oriented and designed for executives and managers who want to enhance their specific skills. Visit www.fuqua.duke.edu to learn more about these programs.

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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