e.Intelligence, NCR Teradata Partner to Deliver Industry-leading Predictive Intelligence Solutions Built On Teradata Platform

October 15, 2001 at 9:59 AM EDT

MINNEAPOLIS, Oct 15, 2001 (BUSINESS WIRE) -- e.Intelligence, Inc., a leading provider of predictive intelligence software for demand chain management, and Teradata, a division of NCR Corporation (NYSE:NCR), today announced a partnership agreement under which the two companies will jointly market predictive intelligence and data warehousing solutions, offering businesses a powerful analytical solution to the problem of accurately understanding and predicting future customer demand for products and services.

Under the agreement, the two companies will jointly market the e.Intelligence Suite with Teradata's data warehousing solutions. The e.Intelligence Suite converts a static data warehouse into an information hub to help companies better understand, anticipate and stimulate market demand, and thereby more predictably meet company goals. The software turns the data warehouse into the foundation for collaboration, creating a forward-looking view of business performance metrics.

"Most retailers and manufacturers have not utilized their data warehouses to their fullest potential," said Richard Tanler, President and CEO of e.Intelligence. "This partnership will help companies tap that potential by turning the data warehouse into a platform for predictive planning. Companies can gain insight into key demand drivers so they can take meaningful actions to maximize demand and ultimately achieve revenue and margin objectives."

By helping companies understand and predict demand, the combined solution dramatically improves the accuracy of demand projections. Based on these improved projections, companies make more informed and disciplined decisions about product life cycles, replenishment and merchandising strategies, optimal pricing and promotion, and other activities that influence demand and the overall profitability of products and services.

"The partnership with e.Intelligence will give retailers and manufacturers a single view of their business through the combined power of Teradata's data warehousing environment with the proven predictive intelligence capabilities of the e.Intelligence Suite," said Rick Schultz, vice president of Teradata Industry Marketing, Retail, Manufacturing and Travel. "Companies want to look beyond historical data to understand where future value can be tapped. This partnership offers that capability."

About e.Intelligence, Inc.

e.Intelligence provides predictive intelligence software that improves organizations' visibility into their demand chain and increases demand forecast accuracy. With e.Intelligence, companies see and understand all drivers of demand - product by product, customer by customer - so they can better manage product planning, replenishment, merchandising, pricing, promotion and other activities that influence demand. e.Intelligence makes an organization's data warehouse the foundation for collaboration, allowing companies and their demand chain partners to establish time-critical performance targets, gain insight through "what-if" analyses and reach consensus on the required action, or "what-next." Privately held e.Intelligence is based in Minneapolis, MN. For more information, visit www.ei-inc.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 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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CONTACT:        GCI Tunheim for e.Intelligence, Inc., Minneapolis
                Paul Kelash, 952/851-7223
                pkelash@gcitunheim.com
                or
                Teradata Division, NCR
                Dian Terry, 937/445-2225
                dian.terry@ncr.com


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