



## **French Financial Institution, La Caisse Nationale des Caisses d'Epargne, Selects Teradata to Meet the Needs of Its National Data Pool Project**

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DAYTON, Ohio, Oct. 15 /PRNewswire/ -- La Caisse Nationale des Caisses d'Epargne has selected Teradata, a division of NCR Corporation (NYSE: NCR), to provide the central database for its National Data Pool project. The bank selected Teradata data warehousing solutions following a competitive benchmark.

The data warehouse will allow the marketing management of La Caisse Nationale to gain better knowledge of the group's 26 million customers both in terms of the products they have purchased and their responses to Caisse d'Epargne's offers. The Teradata technology will contribute to the implementation of customer relationship management solutions.

"The wealth of our different companies lies in their data pools and their use. To analyze this data to provide our customers with more personalized and better adapted service, based on information collected over the years of our relationship, is one of the main objectives," said Claude Thoumy, manager of Strategic Programs of La Caisse Nationale des Caisses d'Epargne.

This data warehouse will enable the Caisse Nationale hub of the network to optimize customer risk management, to define its "product" policy, to classify customers and to manage national promotion campaigns. It will provide a quality service to the regional Caisses d'Epargne that have operational responsibility for all retail banking activities.

### About La Caisse Nationale des Caisses d'Epargne

The Caisse d'Epargne Group is a cooperative bank since January 1, 2000. It is composed of a network hub, La Caisse Nationale des Caisses d'Epargne, the Federation Nationale des Caisses d'Epargne, the 34 regional Caisses d'Epargne, the Credit Foncier de France and its subsidiary companies and of specialized national and regional subsidiary companies, 4,700 agencies and 26 million clients.

### 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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