



EVA Airways Signs Agreement with Teradata

October 16, 2001 at 12:33 PM EDT

DAYTON, Ohio, Oct 16, 2001 /PRNewswire via COMTEX/ --

First Taiwan airline to utilize data warehouse solutions to strengthen competitiveness

EVA Airways has signed an agreement with Teradata, a division of NCR Corporation (NYSE: NCR), becoming the first company in the Taiwan airline industry to utilize a data warehouse to boost productivity.

According to the agreement, EVA Airways will install a Teradata(R) warehouse and analytical customer relationship management (CRM) applications to better utilize its business intelligence to improve customer interactions and make better operational decisions.

Airline managers across the enterprise will have access to accurate operational information and core data to improve the effectiveness and quality of decision-making. For example, EVA Airways will be positioned to more accurately forecast route and seat demands and improve efficiency in fleet utilization. At the same time, the implementation of a passenger service databank that enables customization of travel services will strengthen customer interactions and improve the quality of passenger service.

According to EVA Airways, given the recession and capital flight that are challenging Taiwan, the airline's decision to invest substantially in this world-class data warehouse and CRM solutions demonstrates its commitment to serving Taiwan.

"Seven of the nine most profitable airlines in the world use NCR's Teradata data warehouse and CRM solutions for the analysis of routes and seats, management of flights and understanding of individual passengers' needs and preferences for customized services," said Roger Lin, general manager of Teradata, NCR. "Successful customers and experience in pertinent technology.

The installation will be conducted in two phases. After the installation is complete, EVA Airways' centralized transaction management system will be able to transfer the data from the airline's branches around the world to the head office for analysis and evaluation by Teradata's warehouse system. Results will then be shared with EVA employees around the world via the company's intranet.

Teradata warehouse solutions provide analysis of historical data, comparing the performance of the flights on the same dates in the past as a reference to enhance competitiveness. Their cross-department and cross-platform features for data analysis save manpower and provide a range of business analyses in support of budgeting and revenue forecast systems.

About EVA Airways

EVA Air serves major business and leisure destinations on four continents and in Oceania. Its connections throughout Asia are among the best in the industry. European gateways include London, Paris, Amsterdam and Vienna. North American gateways include Los Angeles, San Francisco, Seattle, Vancouver and New York.

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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