



Teradata and Boeing Autometric Offer Geospatial Tool to Uncover New Clues About Customer Buying Behavior

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DAYTON, Ohio, Oct 16, 2001 /PRNewswire via COMTEX/ -- Teradata, a division of NCR Corporation (NYSE: NCR), announced an alliance with Boeing Autometric (NYSE: BA) to offer new data management software, Spatial Query Server(TM) (SQS(TM)), which enables the use of corporate data to uncover clues about customer buying behavior. When coupled with the powerful Teradata(R) database engine, SQS enables businesses to retrieve, organize and analyze geographic data and other customer information to better understand customers and act accordingly. Initial shipments will begin in the second quarter 2002.

With the clues uncovered by SQS, companies can better solve complex business problems such as product pricing, customer segmentation, propensity to buy, sales forecasting and fraud detection. Businesses may use geospatial data to design marketing campaigns targeted to homes in a five-mile radius of a retail store. A real estate agent may use the information to assist homebuyers looking for a house on a quiet street. This intelligence can empower businesses to build profitable relationships that drive corporate growth.

"As Teradata customers become more sophisticated in the use of different types of data and analysis, they seek ways to integrate geospatial with relational data," said Vickie Farrell, vice president, Teradata warehouse marketing. "Working with Autometric is an important move to enhance Teradata's data warehouse capabilities."

"Customer information frequently has an invisible layer normally dismissed and sometimes not recognized at all -- the geographic location," said Carmen Alatorre-Martin, division manager of Commercial Enterprise Solutions, Boeing Autometric. "Knowing the geographic location of your customer can provide profound insights into business trends across space, the availability of resources and inventory or the overall viability of your business's marketing strategy."

The SQS spatial gateway provides the Teradata user with geospatial capabilities to store, manage and process this additional data in a centralized, enterprise-wide database. SQS' powerful, user-friendly spatial standard query interface language allows development staff to leverage their existing skills in database development. As a middleware product designed to manage spatial (geographic) content, SQS handles objects such as point features (e.g., residences), line features (e.g., roads) and polygonal features (e.g., market area boundaries or demographic region) with client software and Teradata.

"This combined solution builds on the proven technology implemented in a number of industry-specific Teradata solutions in telecommunications, retail, gas and oil industries, and transportation," said Lloyd Leifer, SQS product manager, Boeing Autometric. "We appreciate their solid database technology, global reach and leadership presence in a broad spectrum of industries."

Autometric's EDGE Product Family(R) delivers users a full range of capabilities with which to display their geospatial data in a dynamic three-dimensional (3-D) environment. The EDGE Product Family provides 3-D visualization tools in both UNIX and WindowsNT/2000 environments.

About Boeing Autometric

Autometric, a business unit of The Boeing Company's Integrated Defense System Division, has over 40 years of leadership in geospatial information technology and solutions. Autometric is a leading provider of commercial products and services for data storage, data warehousing, data production, and data visualization. With their visualization products, users display their geospatial data in a dynamic three-dimensional (3-D) environment on a variety of platforms. Autometric supports defense and commercial customers in analysis, system design and engineering, software engineering, and data production. Changing the Way You View the World(R). (www.Autometric.com)

About Boeing

The Boeing Company (NYSE: BA) is the largest aerospace company in the world and the United States' leading exporter. It is NASA's largest contractor and the largest manufacturer of commercial jetliners and military aircraft. The company's capabilities in aerospace also include rotorcraft, electronic and defense systems, missiles, rocket engines, launch vehicles, satellites, and advanced information and communication systems. The company has an extensive global reach with customers in 145 countries. (www.Boeing.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.

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