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Entel Selects NCR Teradata to Improve Business Information Analysis

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DAYTON, Ohio, Nov 1, 2001 /PRNewswire via COMTEX/ -- Entel, one of the leading communications companies in Chile, selected the Teradata(R) warehouse from Teradata, a division of NCR Corporation (NYSE: NCR), for customer data analysis and acquisition and retention tracking.

Headquartered in Santiago, Chile, Entel provides over 1.5 million customers with long distance and full Internet services including ISP, VPN, dedicated, dial-up, Internet Data Center and Web Hosting, enabling customers to develop e-business strategies for business-to-consumer and business-to- business commerce. With the Chilean market undergoing deregulation and many competitors vying for market share, Entel needed to improve its collection and analysis of financial, traffic, customer-care and market-promotion information.

Until now, Entel has utilized data marts to gather, store and analyze mission-critical data. This information across different divisions could not be merged using Entel's primary data marts. Performing trend analysis, customer segmentation and traffic analysis were difficult tasks that provided inaccurate results.

To maintain its strategic and leadership position in the market, Entel's IT and commercial departments decided to perform an in-depth study on data warehousing and the benefits the company would achieve by having a 360-degree view of its customer data. After meeting different vendors, getting customer references and attending Teradata's Best Practices Workshop, the two departments concluded that the Teradata warehouse, using the communications industry's logical data model, would provide Entel the business intelligence required to maintain its leadership position.

"During our in-depth search for the strongest data warehouse solution for our growing telecommunications company, we attended the Teradata Best Practices Workshop. The unprecedented opportunity to learn how the most successful, worldwide companies in this industry are leveraging data warehousing technology to ensure future success was both comprehensive and thought provoking," said Marcos Rodriguez, Entel customer relationship management manager. "All aspects of data warehousing technology were presented, with a clear vision of how the solution could improve customer relationships, data management and analysis, and ultimately, profitability for long-term leadership in the industry."

"Teradata consultants have worked closely with Entel to understand their present and future business goals. With the Latin American region increasingly becoming more competitive, leveraging data and having a 360-degree holistic view of your customers through Teradata's solution is the best way to compete in this market," said Leonardo Gonzalez, solution sales specialist from Teradata division in Chile. "The Teradata Communications Solutions Portfolio will provide Entel the business intelligence required to achieve a quicker and more accurate response to their customers' changing communications requirements."

About Entel

Entel is a leading provider of long distance, Internet and PCS telecommunications services in Chile, as well as El Salvador, Honduras and Guatemala. Its state-of-the-art technology allows the company to have global access through direct connections with over 40 international carriers. One of Entel's most recent ventures is long distance and Internet services targeting the Spanish-speaking market in the United States, made possible by Americatel (www.americatel.com), a communications company owned by Entel and located in Miami, Fl. To learn more about Entel and its services, go to www.123.cl

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 32,900 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:        Dian Terry, Teradata Division of NCR Corporation,
                +1-937-445-2225, or dian.terry@ncr.com
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