



## **EXAMIND AG Selects Teradata Data Warehouse Solution**

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DAYTON, Ohio, Dec. 3 /PRNewswire/ -- Teradata, a division of NCR Corporation (NYSE: NCR), announced that EXAMIND AG, an application service provider based in Augsburg, Germany, selected a Teradata(R) data warehouse. Teradata will support the data warehousing and customer relationship management (CRM) needs of EXAMIND AG's e-business customers that use the Internet as their primary sales channel for products and services.

EXAMIND AG will use the Teradata data warehouse to help its e-business customers drive growth by analyzing detailed data about consumers and their Internet visitor sessions. The information will be used to solve complex business problems, such as business impact of navigation patterns, content and advertising efficiency, storefront performance and campaign return.

"Teradata is the right choice for our service as it offers the scalability and manageability to operate multicustomer applications in a service-provider environment," said Christian Rodatus, chief executive officer of EXAMIND AG. "The proven database performance enables us to bring applications to our customers that provide superior business value and the potential for competitive differentiation, especially in e-business environments with high volumes of data and complex data transformation issues."

### **About EXAMIND AG**

EXAMIND AG, founded in 2000, is an application service provider that develops e-business intelligence applications based on enterprise data warehouse technology and delivers those over the Internet. The level of standardization and process automation allows EXAMIND to deploy complex applications with superior business value in unmatched speed. EXAMIND's analytical applications and patent pending Click Path Analysis provide deep insight into customer behavior and loyalty, return on investment relevant performance of content management and advertising sales, induction of customer activity across channels and storefront performance. Advanced data mining applications provide predictive models to identify cross-sell/up-sell opportunities or improve the return of communication activities. For more information visit <http://www.examind.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 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](http://www.ncr.com).

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