



## **Profitable and Loyal Customers as a Major Growth Engine are Focus for Teradata Speakers at NCDM Show in New Orleans**

December 6, 2001 at 10:32 AM EST

DAYTON, Ohio, Dec 6, 2001 /PRNewswire via COMTEX/ --

***Hurd, Heffring to address leadership in CRM, decision support technology and need for change in culture and process to achieve CRM success***

Leading companies recognize that profitable customers are a major growth engine and invest in building loyalty, according to Mark Hurd, president of NCR and chief operating officer of Teradata, a division of NCR Corporation (NYSE: NCR). In his keynote address at the National Center for Database Marketing (NCDM) Winter 2001 conference in New Orleans on December 11, Hurd will focus on customer profitability and retention based on sound decision support as the next generation of customer relationship management (CRM).

During another December 11 conference session, Peter Heffring, president of the Teradata CRM division and member of the NCDM Summer 2002 Program Advisory Committee, will present an in-depth look at making CRM an interactive process as a way to maximize the customer's experience and company's return on investment.

The NCDM Database Excellence Awards, which honor companies that have demonstrated ingenuity and creativity in building or leveraging their marketing databases, will be presented after Hurd's address. Last year, NCDM presented Lowe's Inc. with its top award for the home-improvement company's use of its Teradata(R) CRM solution.

### **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).

NCR and Teradata are trademarks or registered trademarks of NCR Corporation in the United States and other countries.

MAKE YOUR OPINION COUNT - [Click Here](http://tbutton.prnewswire.com/prn/11690X81154772)  
<http://tbutton.prnewswire.com/prn/11690X81154772>

### **SOURCE NCR Corporation**

CONTACT: Marchela E. Roca, Teradata CRM Division of NCR Corporation,  
+1-919-858-1411, or [marchela.roca@ncr.com](mailto:marchela.roca@ncr.com)

URL: <http://www.Teradata.com>  
<http://www.prnewswire.com>

Copyright (C) 2001 PR Newswire. All rights reserved.