



National Australia Bank and Teradata Share Top Honor for Database Marketing in 2001 NCDM Excellence Award Competition

December 12, 2001 at 10:34 AM EST

DAYTON, Ohio, Dec 12, 2001 /PRNewswire via COMTEX/ -- Teradata, a division of NCR Corporation (NYSE: NCR), and National Australia Bank have received the National Center for Database Marketing (NCDM) Database Excellence Gold Award for creativity, ingenuity and dramatic results in relationship marketing. The award ceremony was the highlight of the NCDM Winter 2001 conference in New Orleans.

The National Australia Bank's customer relationship management (CRM) solution powered by Teradata was selected as the best based on an arduous judging process involving 37 competing entries. This is the second consecutive year that Teradata has been awarded the top honor by NCDM, the Direct Marketing Association (DMA) and Direct magazine.

National Australia Bank is an international financial services group providing a comprehensive and integrated range of financial services across four continents and 15 countries. "Our National Leads and CRM strategies are about tailoring solutions at the right time and through the right channel. This allows us to take a proactive role in assisting the customer to develop a solution to best meet their existing and future needs," said Fernando Ricardo, head of Customer Knowledge Management at National Australia Bank.

By leveraging the powerful Teradata warehouse and CRM solution, National Australia Bank now has the highest share of wallet in Australia.

"We are pleased to share this award with National Australia Bank, a truly innovative organization that is achieving spectacular results with Teradata CRM," said Mark Hurd, president of NCR and chief operating officer of Teradata. "This is an especially meaningful award for Teradata, being honored two years in a row by the DMA -- the world's largest and most respected marketing trade association."

National Australia Bank was also the recipient of the Best Customer Relationship Management Strategy at the 2001 Financial Innovation Awards, held in London in October. The award, sponsored jointly by the Institute of Financial Services and British Telecom, selected National Australia Bank from among the best financial institutions globally for innovation in using Teradata CRM to achieve business objectives.

In 2000, NCDM presented its Database Excellence Award to Lowe's Inc. and Teradata for the home-improvement company's relationship marketing initiative.

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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