British Airways to Consolidate Data Marts Using Teradata to Reduce Costs and to Increase Knowledge Management

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Powerful solution to aid airline's Web-based strategy and handle soaring data volumes

Teradata, a division of NCR Corporation (NYSE: NCR), has announced that British Airways will consolidate the airline's customer and commercial data onto a single enterprise-wide data warehouse that will run on the Teradata(R) platform.

Following its own internal review, British Airways recognized the importance of a single, consistent enterprise-wide data source to improve its commercial decision-making through a complete knowledge of its customers' interactions with British Airways, both in buying and in service delivery.

British Airways also wanted a single view across the airline of each transaction with the customer. This will lead to improved customer service, increased revenue and reduced costs, and help increase returns from yield management. It will also enable British Airways to design and implement higher impact marketing initiatives. Prior to this, the company stored its entire customer and commercial data on multiple, disparate databases -- supplied by Teradata, Oracle and IBM.

The airline chose Teradata for several reasons. British Airways valued Teradata's scalability, and it built on what they had already, minimized risk of failure and is a cost-effective solution. The solution is highly scalable, a critical factor as British Airways has seen its data volume grow by at least 50 percent per year.

Commenting on the choice of Teradata, Rob Thorne, head of Customer Information at British Airways, said, "To be able to offer our customers the services and products they want as best we can, it is essential to have access to a single, consistent view of each customer and each product they buy. This is why we took the decision to move to a single, cross-enterprise data warehouse. This complements, in the warehouse environment, our recent 'Ocean Wave' project, which consolidated our operational use of customer data into a single record. Teradata is a proven technology within our business and, crucially, has the scalability to handle the increasing volumes of data our business vision will need."

As part of the deal, Teradata's professional services team will support British Airways during the implementation of the data warehouse. Their expertise will help the airline optimize its use of Teradata to ensure it delivers maximum business value.

The platform is already used by six of the world's nine leading airlines, including Qantas and American Airlines - British Airways' partners in the oneworld(TM) alliance. NCR Teradata won an award from The Institute of Transport Management (ITM) for its outstanding contribution to IT standards in the travel and transportation industry(1).

Dan Harrington, Teradata's vice president for Northern Europe, added, "British Airways decision to store all of its customer information on a single data warehouse platform will underpin the business' future growth. The unrivaled scalability and performance of the Teradata platform was a key factor in British Airways decision and will ensure British Airways is able to deliver its own business vision for at least the next decade. We're delighted that, after extensive consideration, British Airways chose Teradata. It's a highly flexible platform with a proven reputation in the global airline industry, and will prevent the airline from becoming technology constrained."

About British Airways

Media requiring further information should contact the British Airways Press Office in London on +44 208 738 5100 (office hours) or +44 208 759 5511 (out of office hours).

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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    (1) In March 2001, The Institute of Transport Management (ITM) gave its
        "IT Award for Excellence" to NCR Teradata.  The award recognizes an
        outstanding contribution to the level of IT standards in the travel
        and transport industry, and was made following the completion of a
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three-year research program by the ITM which examined IT standards
        across the sector.

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