



Teradata Chief in Asia: Customer Knowledge, Financial Clarity and Speed to Market are Today's Top Leadership Goals

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Integrated enterprise view of strategic data is key to economic recovery

Deep customer knowledge, clear financial data and speed to market for new products and services are the three most important success factors for Asian companies today, according to Mark Hurd, president of NCR Corporation (NYSE: NCR) and chief operating officer of Teradata, a division of NCR.

Speaking at the Teradata Universe conferences being held in Seoul, Tokyo and Shanghai March 5-12, Hurd said, "All of these important leadership goals require a deep, integrated, enterprise view of strategic information."

Too many companies are struggling because their technology infrastructure is based on data marts that support specific back-end functions such as supply-chain management and front-end operations like marketing and sales, Hurd pointed out. With separate data marts, companies not only lose an integrated view of their data, but also experience higher costs and failure rates than with enterprise decision-support systems such as data warehousing.

"This is borne out by industry analyst reports as well as our own experience, which shows that the average annual cost of a data mart is approximately US\$2 million," said Hurd.

With the data warehousing approach, enterprise resource planning and supply-chain management systems on the back end all feed data into a single enterprise data warehouse environment. At the same time, front-office operational systems that support sales, marketing, e-business, and other front-office functions all feed the same enterprise data warehouse.

"The result is better, faster operations as well as better, faster customer communications. The result is a more competitive company," he concluded.

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 in the retail, financial, communications, manufacturing, travel and transportation, and insurance markets. NCR's Relationship Technology solutions include privacy-enabled Teradata(R) warehouses and customer relationship management (CRM) applications, store automation 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 31,400 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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