



## Teradata CRM Launches Touchpoint Server

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### ***New CRM module to manage customer interaction and communication across all points of contact***

Teradata, a division of NCR Corporation (NYSE: NCR), has announced it will launch Touchpoint Server (TPS) as part of its customer relationship management (CRM) application suite. TPS serves as the central technology linking marketing communications with customer interaction channels such as call centers, web sites, automated teller machines (ATMs) and web kiosks -- often called consumer "touchpoints" -- in near-real time.

"TPS helps companies ensure that communications with individual customers are relevant, timely and are managed through the channel that best fits customer preferences," said Peter Heffring, president of the Teradata CRM division. "It allows marketers to better understand what is important to individual customers and communicate with each one based on that understanding."

TPS acts as the main delivery mechanism, allowing companies to plan, manage and execute their marketing communications plans. TPS enables this capability through:

- \* Channel Delivery -- Ability to deliver marketing offers generated by the company thorough its Teradata CRM solution to all channel types.
- \* Event-Based Campaign Injection -- Ability to take a customer event, determine its significance and potentially inject it into a promotional or service campaign based on that event -- all in near-real time, ready for the next interaction.
- \* Response-Based Stepping -- Ability to process responses in near-real time and take appropriate steps based on that response. This allows for the customer actions on one channel to be quickly known, within minutes, on another.

For example, a long-standing customer at a large local bank decides to refinance a home, and decides to visit the bank's Web site to shop around for the best home loan interest rates. While at the site, the customer discovers that the bank has one of the lowest rates in the market. Later that night, when the customer goes to use an ATM to get some cash, there is a special offer two points better than the Internet loan seen earlier based on the customer's credit rating and long-time value to the bank. In the morning, when the customer logs onto the bank's website again, that same offer appears on a personal Web page. Based on the level of personalization received through these two channels -- the ATM and the Internet -- the customer might then choose to contact the call center to learn more about the special rate, at which time the call center agent is prepared with information about the personalized offer.

"Just-in-time, relevant responses to customers can mean the difference between weakening or strengthening a relationship," said Bob Moran, research vice president & managing director, Data Knowledge and Analytics, Aberdeen Group. "A company that can respond in real time to individual customers with precision and relevance wherever they touch that business -- using technology that enables it to link its analytical and operational systems -- is best positioned to grow customer loyalty and business value."

Touchpoint Server, part of the Interaction family within Teradata CRM's six areas of functionality -- Analysis, Modeling, Communication, Personalization, Optimization and Interaction -- will be available early in the second quarter of 2002.

#### 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](http://www.ncr.com) .

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