New Survey by Teradata Shows European Companies Ignore Web Data

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Majority of firms keep Web data isolated, missing from enterprise business view

European companies that use data warehousing for business decision-making are leaving out a key piece of company information -- data gathered by their Web sites. While 89 percent of IT executives in the U.K., Germany and France say their firms collect data from their Web sites, a recent survey by Teradata, division of NCR Corporation (NYSE: NCR), shows that this information is not included in their decision- support data warehouses.

The survey, conducted in February 2002 by U.S. online research firm BuzzBack, also showed that 72 percent of European firms use databases or data warehousing to support business decision-making focused in the areas of sales, marketing and finance.

"Many companies originally kept their online operations separate from the rest of their business and therefore created isolated data marts for their Web data. Now the trend is for companies to operate in a 'click and mortar' model so Web data should be a key part of their overall view of the business," said Mike DeBrosse, vice president of e-business marketing for Teradata. "Companies that ignore the wealth of information in their Web data will be facing a competitive disadvantage."

Newly released in Europe, Teradata's data mart consolidation program is designed to help companies reduce the costs of maintaining isolated data marts by bringing all of their company information into an enterprise data warehousing system. As part of the program, Teradata helps companies overcome the obstacles to integrating their Web data, including the challenges of analyzing massive amounts of click-stream data.

By integrating Web data with more traditional company information like finance, sales, customer service and marketing, companies can more quickly identify sales trends, track results of marketing campaigns, serve customers cost-effectively and determine how offers affect the bottom line. Also, by analyzing click-stream data, companies can understand what products and services customers and prospects browse and research-even if they don't make a purchase.

About BuzzBack

BuzzBack, based in New York, NY, is the premiere Qual-Quant online research tool. BuzzBack leverages the power and speed of the Internet to provide marketers with desktop-based real-time quantitative data with supporting qualitative insights for more actionable results. BuzzBack provides a unique forum to tap consumers for key marketing decisions -- reducing costly travel and research costs -- and increasing the pace for innovation and improved customer satisfaction. For additional information, please visit the company's Web site at www.buzzback.com . BuzzBack is a member of the ARF, AMA and CASRO.

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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