Teradata Introduces Data Mining Accelerator Packages to Simplify Implementation, Shorten Startup, Get Results

March 29, 2002 at 11:02 AM EST

DAYTON, Ohio, Mar 29, 2002 (BUSINESS WIRE) -- Teradata, a division of NCR Corporation (NYSE:NCR), introduced Data Mining Accelerator Packages designed to simplify data mining startup and enable businesses to get results in less time.

The packages, available in three configurations, are a combination of software and consulting services that enable businesses to integrate data mining into day-to-day operations across the enterprise to better serve customers.

"It is a misconception that data mining must always be complicated, cumbersome and require a Ph.D.," said Vickie Farrell, vice president of Teradata warehouse marketing. "The Teradata Data Mining Accelerator Packages are designed to help businesses understand and use data mining to achieve tangible results, regardless of their level of expertise."

"Teradata data mining consultants enabled Deutsche Post Euro Express to detect cross-selling and up-selling opportunities and improve customer retention and prospect classification. In addition, the data analysis helped Deutsche Post Euro Express to understand the needs of its customers and enhance internal operations," said Bjorn Runde, marketing manager for Deutsche Post.

Businesses in many industries depend on Teradata data mining products and expertise to fully leverage the data in their warehouses. A retailer uses data mining to increase the sales-response rate by personalizing customer relationships on the Web, in stores and through the catalog.

Other Teradata customers, such as a Midwest-based healthcare provider, identify high-risk patients and respond with case-management programs that maintain the quality of care and manage risk. A South American telecommunications firm anticipates and prevents the loss of high-value customers by identifying patterns that lead to customer attrition by analyzing phone usage, services purchased and service-quality ratings. An insurance company based in the U.S. relies on the timelines of Teradata data mining to anticipate and quickly detect fraud and then take immediate action to minimize costs.

Data mining technology enables business executives to advance from describing historical customer behavior to predicting future behavior. These findings can be used to increase revenue, reduce expenses and identify business opportunities, offering new competitive advantages.

"More and more businesses are discovering the value of data mining to supplement online analytical processing (OLAP) of known data with the capability to forecast and predict the unknown," said Farrell.

The Teradata Data Mining Accelerator Packages include Teradata Warehouse Miner 3.1 data mining software and the expertise of the Professional Services consulting team, and draws on the power of the Teradata(R) data warehouse. This combination of resources enables the IT Department, data mining team and business users to work together to build data mining competence regardless of the current level of proficiency.

The Teradata Data Mining Accelerator Packages come in three basic configurations:

```
    --  Exploration Package - Helps businesses that are unfamiliar
        with data mining to understand the application and business
        value of predictive analysis.
    --  Expansion Package - Training program guides businesses to
        build data mining competency and make the business insights
        easily accessible to business users.
    --  Expert Package - Assists businesses experienced with data
        mining to integrate data mining technology into the enterprise
        data warehouse and solve specific problems.
    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 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.

NCR and Teradata are trademarks or registered trademarks of NCR Corporation in the United States and other countries.

```
CONTACT:            Teradata Division
                    NCR Corporation
                    Dan Conway, 858/485-3029
                    dan.conway@ncr.com


URL:                http://www.businesswire.com
Today's News On The Net - Business Wire's full file on the Internet
with Hyperlinks to your home page.
```