NCR

Sears Selects Teradata for 70-Terabyte Enterprise-wide Data Warehouse

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DAYTON, Ohio, Apr 8, 2002 (BUSINESS WIRE) -- Teradata, a division of NCR Corporation (NYSE:NCR), announced today that Sears, Roebuck and Co., a leading national retailer, selected data warehousing technology from Teradata as the foundation of its 44-node, 70-terabyte Sears Retail Data Warehouse.

The system allows Sears to consolidate sales, inventory and customer information into a single, enterprise-wide Teradata(R) warehouse.

"The Retail Data Warehouse enables us to more effectively manage our customer relationships, merchandising and supply chain by expanding the use of detailed transaction, customer and inventory data. The upgraded system allows us to better understand our customers across all of Sears' channels," said Ben Bernstein, who leads the data insight group for Sears' customer relationship management team. "Because these core capabilities allow us to better integrate this understanding with our merchandising, marketing and supply-chain initiatives, there will be more effective and actionable information available to the various Sears lines of business, and an improved cost structure."

Sears' Teradata solution includes Teradata Warehouse Miner and other Teradata applications and tools.

"Sears' latest investment solidifies its commitment to a true enterprise data warehouse and demonstrates why Teradata is the solution of choice for leading retailers," said Darryl McDonald, vice president of retail enterprise solutions for Teradata. "By providing true scalability at a reduced operational cost and the most granular level of data available, Teradata gives retailers the ability to identify important behaviors and patterns across their organizations, resulting in improved customer relationships, channel efficiency and product profitability."

About Sears, Roebuck and Company

Sears, Roebuck and Co. is a leading retailer of apparel, home and automotive products and services, with annual revenue of more than $40 billion. The company serves families in the U.S. through Sears stores nationwide, including approximately 870 full-line stores. Sears also offers a wide variety of merchandise and services through its Web site, www.sears.com.

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. 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 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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