



Casino Group Upgrades Teradata Data Warehouse; Upgraded Data Warehouse Supports 10 Terabytes of Data and Provides Single View of the Business

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MASSY PALAISEAU, France, Apr 30, 2002 (BUSINESS WIRE) -- Teradata, a division of NCR Corporation (NYSE:NCR), today announced that the Casino Group, an international retailer, has signed a contract to upgrade its Teradata data warehouse. Casino Group currently uses its Teradata data warehouse to support product, customer and store-related decision-making. The upgrade includes hardware, software and associated services and will support 10 terabytes of data, providing the retailer with a single, detailed view of its business operations.

Casino Group's data warehouse has 1,500 active users who collectively make an average of 25,000 business-related queries each day. Since 1994, the data warehouse has handled all data relating to purchasing, sales, logistics, product mixes, pricing and inventories. The latest upgrade has improved Casino Group's ability to analyze customer information and has enabled the company to develop more advanced means of increasing customer loyalty to the group's retail chains.

Using the insight provided by the Teradata data warehouse for its targeted marketing campaigns, Casino Group has realized returns of ten euros for every euro spent. "Thanks to our Teradata enterprise data warehouse, we have a unique vision of the group's customers, and the early returns on our direct-marketing investments have become rapidly apparent," said Jean Luc Galzi, the Casino Group information systems manager.

Teradata's technology enables the Casino Group to gain a better understanding of its customers. Having an overall view of their behavior allows the retailer to develop more precise marketing and advertising campaigns, with a better return on investment and lower advertising costs.

"As far as services are concerned, knowing your customer just isn't enough. You also need to identify the factors likely to win customer's loyalty and increase customer satisfaction. Rapid and simple access to data is essential in achieving this aim and, thanks to the power of the Teradata enterprise data warehouse, we have this ability," said Galzi.

Teradata's proven scalability has enabled it to keep pace with the growth in Casino Group's needs. Casino Group's data warehouse has grown from 80 Gigabytes in 1994 to its present size of 10 terabytes, with a corresponding increase in the number of users from 50 to 1,500. This growth is due to the solution's success and the expanding needs of users.

"The size of the system is not the most important feature. The essential point is that the solution has become indispensable to the users, making it the success it is today," said Galzi.

Casino Group is now the largest Teradata customer in France.
About Casino Group

With almost 7,000 hypermarkets, supermarkets and superettes in France and worldwide (in the United States, Poland, Argentina, Uruguay, Brazil, Colombia, Venezuela, Thailand and Taiwan), the Casino Group is a retail leader. It employs about 100,000 people. In 2001, the Casino Group reported 31 billion euros in sales. Consult the Casino Web site for further information: www.groupe-casino.fr

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 30,300 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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