



## **Teradata Analytics Support Newest Release of BroadVision Applications; Companies Give Portal and E-Commerce Sites Moment-to-Moment Marketing Capability**

May 15, 2002 at 9:06 AM EDT

DAYTON, Ohio, May 15, 2002 (BUSINESS WIRE) -- Data warehousing leader Teradata, a division of NCR Corporation (NYSE:NCR), today announced that its Teradata E-Business Analytics package has been enhanced to support the new BroadVision(R) 7 family of portal and commerce applications launched today. NCR and BroadVision (Nasdaq:BVSN) have been strategic partners since November 2000, providing jointly developed interfaces between their respective products and global support for their integrated solutions.

The two companies partner to provide enterprise portal and e-commerce sites with technology that allows them to dynamically create individualized Web sites and then react to and even anticipate customer responses--creating moment-to-moment marketing. Teradata and BroadVision also help increasingly cost-conscious companies derive value from their e-business operations with applications that drive qualified prospects to a Web site, measure the effectiveness of online marketing and help customers serve themselves with quick and easy online customer service.

"Nearly 80 percent of the companies we talk to are still operating their Web sites as isolated businesses," said Mike DeBrosse, vice president of e-business marketing for Teradata. "This means they can do basic commerce but they're missing out on the opportunity to leverage information from other parts of their business to personalize interactions with customers and create sophisticated targeted marketing campaigns. For example, when you buy a digital camera at a store, you should be getting offers for that model's accessories when you surf the retailer's Web site later.

DeBrosse said, "Our relationship with BroadVision, and now our support for BroadVision 7, allows us to apply a company's enterprise knowledge of a customer to creating valuable, real-time exchanges."

"We are extremely pleased that Teradata E-Business Analytics support has been extended to our next-generation enterprise business portal applications," said Sandra Vaughan, senior vice president of marketing for BroadVision. "Together, NCR and BroadVision are making the promise of moment-to-moment marketing a reality."

### About BroadVision

BroadVision's (Nasdaq:BVSN) enterprise business portal applications create immediate business value by transforming the way organizations do business -- moving relationships to a personalized, self-service model that enhances growth, reduces costs and improves productivity. Leading global companies use BroadVision as the basis for their enterprise business portal initiatives -- using the web and wireless devices to unify and extend an enterprise's applications, information and business processes to serve its employees, partners and customers in a personalized and collaborative way. For more information about BroadVision, Inc., call 650.542.5100, email [info@broadvision.com](mailto:info@broadvision.com) or visit [www.broadvision.com](http://www.broadvision.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](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 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](http://www.ncr.com).

NCR and Teradata are trademarks or registered trademarks of NCR Corporation in the United States and other countries. BroadVision, BroadVision One-To-One, BroadVision One-To-One Commerce, BroadVision InfoExchange Portal and BroadVision One-To-One Portal are trademarks or registered trademarks of BroadVision, Inc. in the United States and other countries.

CONTACT:                   Teradata Division  
                              NCR Corporation

Holly Michael, 937/445-6086  
holly.michael@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.

Copyright (C) 2002 Business Wire. All rights reserved.