



## Teradata Announces an Industry First: Data Warehousing for All

September 30, 2002 at 1:32 PM EDT

LAS VEGAS, Sep 30, 2002 (BUSINESS WIRE) --

*With some 150 technical enhancements, Teradata delivers data warehousing benefits to every decision-maker throughout the enterprise*

Teradata, a division of NCR Corporation (NYSE:NCR), today announced Teradata(R) Warehouse 7.0, a suite of software with close to 150 technical enhancements that puts active data warehousing in the hands of all decision-makers, whether they be chief executives or call-center representatives. It marks the first time in the history of data warehousing that any company can extend decision-making beyond corporate management to all functions across the organization, optimizing operational and strategic decisions.

"Teradata Warehouse 7.0 is the most aggressive release of new performance and functionality features in the history of Teradata," said Stephen Brobst, Teradata chief technology officer. "Customers will benefit from enhanced performance and functionality for delivering data warehouse solutions that demand extreme service levels in the areas of performance, scalability, data freshness and availability."

"The technical advancements took two years to develop in order to assure that we delivered ease-of-use to end-users and database administrators," said Alan Chow, senior vice president, Teradata research and development. "Teradata Warehouse 7.0 significantly extends active data warehousing capabilities and extends our lead over competitive products in the marketplace."

Teradata Warehouse 7.0 is the first and only data warehouse solution to simplify complex data warehouse architectures by consolidating all decision-support databases into one central, enterprise data warehouse. The consolidation of data marts, operational data stores (ODS), and analytic servers running applications like data mining makes it practical to integrate historical and current operational data within the same enterprise data warehouse. Front-line employees are able to make better decisions because this consolidation of data provides a holistic and insightful view of the customer from which to take action.

In addition, cost-conscious corporations recognize that the consolidation of all the company's data (both current and historical) into one central enterprise data warehouse eliminates the expense and headache of administering redundant databases.

"For nearly 20 years, Teradata has always advocated and implemented integrated, centralized data warehouses, to the significant business benefit of our customers," said Vickie Farrell, vice president, Teradata warehouse marketing. "Organizations that instead took the federated data-mart approach to data warehousing have ended up with a proliferation of data marts, an expensive problem they are now struggling to fix."

According to Farrell, many companies are just now beginning to implement operational data stores. With Teradata Warehouse 7.0, they can avoid making the same costly mistake. As experience has proven with data marts, integrating the operational data store with the data warehouse is not only more cost-effective, but it enables a whole new set of tactical business-intelligence applications that have huge top- and bottom-line potential.

The struggle for many companies has been to improve the productivity of operations people who every day make on-the-spot decisions that have an enormous cumulative impact on everything from customer recruitment and retention to fraud detection and inventory management. Even a marginal improvement in the quality of their decisions can mean millions of dollars in cost savings, not to mention gaining a competitive advantage.

Teradata Warehouse 7.0 customer-driven enhancements focus on key areas that improve system availability, allow access by tens of thousands of concurrent users, keep data fresh, process mixed workloads using historical and current data and optimize the way the system handles queries. Without these capabilities, individuals who are charged with making minute-by-minute decisions can't do their jobs as effectively. They require fast, consistent and predictable response time to their queries.

## About Teradata Division

Teradata, a division of NCR Corporation (NYSE:NCR), is the global leader in enterprise data warehousing and enterprise analytic technologies and services. For more information, visit [www.teradata.com](http://www.teradata.com).

## About NCR Corporation

NCR Corporation (NYSE:NCR) is a leading global technology company helping businesses build stronger relationships with their customers. NCR's ATMs, retail systems, Teradata data warehouses and IT services provide Relationship Technology(TM) solutions that maximize the value of customer interactions. Based in Dayton, Ohio, NCR ([www.ncr.com](http://www.ncr.com)) employs approximately 30,400 people worldwide.

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