Integrating e-Business, Wireless, Wireline and Customer Data Leads to Comprehensive Business Analysis for Telecommunications Companies

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Teradata Offers Its First E-Enabled Communications Logical Data Model
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Teradata, a division of NCR Corporation (NYSE:NCR), today announced its first e-enabled data and knowledge management foundation for the telecommunications industry. The Teradata(R) Communications Logical Data Model (cLDM) Version 6.0 ensures a single enterprise-wide view as communication service providers pursue revenue streams from e-business and Internet applications, together with their current voice business. The new version builds on the enterprise-wide architecture established by cLDM 5.0 for wireless and wireline companies.

"Pagers, laptops, palm devices and cell phones are the conduit to new revenue streams for communication service providers as their use broadens from voice to Internet content, data services and applications," said Jack Knapp, vice president of communications industry marketing at Teradata. "To gain the business knowledge they need to maximize profitability and maintain customer satisfaction in this environment, companies must move quickly to capture data from these new transactions and integrate it with traditional business data. The Teradata cLDM 6.0 provides the architecture that makes it possible to have a single, enterprise-wide view of customers, along with an accurate analysis of how business is being conducted."

The cLDM 6.0 is a comprehensive and flexible model that ties together enterprise information on customer events, status, accounts, contracts, product and service offers, sales channels, revenue, usage, costs, network and campaign events, content providers, network usage, demographics information, click events, mobile Web pages, advertisement information and more from throughout an enterprise. The cLDM graphically depicts the individual data elements that are stored and how they relate to one another, providing a visual model of how data is organized within the data warehouse environment. Analysis of this information gives communication service providers in-depth insight into their business and customers.

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    With the Teradata cLDM 6.0, communication service providers can:
    --  determine which products sell best online and why
    --  identify which locations or customer segments have the highest
        network usage
    --  analyze Web server clickstream data to track customer activity
        on their Web sites
    --  compare what customers prefer to do via the Web site versus
        preferences for using other channels such as the call center
    --  learn where the most profitable customers are coming from and
        which partners refer them to the company's Web site
    --  analyze content effectiveness of the Web site
    --  pinpoint the localities that provide the most effective
        targeted advertising campaigns determined by click-through and
        purchase
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"With declines in average revenues per user from traditional voice services and the consolidation taking place in the telecommunications industry, communications service providers simply must take advantage of the opportunities presented by e-business and the Internet, particularly in areas like customer self-service. Having access to accurate business and customer information from their Teradata(R) data warehouse, through the Teradata cLDM 6.0, will strengthen their competitive position as the industry migrates. This is most definitely not the time to simply add another disparate logical data model to a collection that only provides partial or disparate views of the business," added Knapp.

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    About Teradata Division
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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.

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    About NCR Corporation
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NCR Corporation (NYSE:NCR) is a leading global technology company helping businesses build stronger relationships with their customers. NCR's ATMs, retail systems, Teradata(R) 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) employs approximately 30,500 people worldwide.

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