



## **Teradata Selected by Verizon to Support Marketing; Teradata Database Centralizes Campaign Management**

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DAYTON, Ohio--(BUSINESS WIRE)--Dec. 18, 2002--Teradata, a division of NCR Corporation (NYSE:NCR), announced today that Verizon, one of the world's leading providers of communications services, has purchased a Teradata(R) data warehouse as the foundation for Verizon's marketing information system. Verizon will use the new system to propose comprehensive customized service bundles to its customers, including the company's line of Variations service packages.

Verizon is centralizing its marketing database with a high-quality, underlying infrastructure that will improve its marketing capabilities as it reaches out to prospective and existing customers with new products, personalized services and customized offers. The Teradata database offers the size and scalability needed to consolidate disparate systems and creates a database environment that supports customer segmentation and targeted marketing.

"For companies like Verizon, continuous innovation means going above and beyond the new products and services they offer their customers," said Jack Knapp, Teradata vice president of communications industry marketing. "It means employing new approaches, tools and technologies that generate greater efficiencies and heightened service levels that produce real benefits not only for customers, but for employees, shareholders and the broader marketplace. Teradata provides a single, integrated view of customers -- a prime example of our commitment to enterprise-wide innovation."

### 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 30,500 people worldwide.

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