



## **Teradata to Provide The Coca-Cola Company with Expanded Data Warehousing Capability**

January 15, 2003 at 10:35 AM EST

DAYTON, Ohio--(BUSINESS WIRE)--Jan. 15, 2003--Teradata, a division of NCR Corporation (NYSE:NCR), announced today that The Coca-Cola Company, the world's largest beverage company and leading producer and marketer of soft drinks, has upgraded its Teradata(R) enterprise data warehouse to further support its data warehousing strategy. With its Teradata system, The Coca-Cola Company will be able to expand its processing power and make better, faster decisions based on actionable information.

"In today's competitive market, companies such as Coca-Cola need technology that can address the most complex business problems while rapidly delivering the highest return on investment," said Rocky Blanton, vice president of Teradata's national accounts division. "Teradata, with its unrivaled strength, can provide the data warehouse and analytical applications to meet their needs now and in the future."

### **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(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](http://www.ncr.com)) employs approximately 30,100 people worldwide.

NCR and Teradata are trademarks or registered trademarks of NCR Corporation in the United States and other countries.

--30--KR/cl\*

### **CONTACT:** Teradata Division

NCR Corporation

Northam Barran, 770/623-7551

[northam.barran@ncr.com](mailto:northam.barran@ncr.com)