CentrPort and Teradata Partner to Address Growing Need for Online Marketing Management and Analysis

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Organizations Can Now Reach Customers and Prospects with Synchronized Communications Across All Online and Off-line Channels

CentrPort Inc., a leading provider of outsourced e-business marketing solutions to Fortune 500 companies, and Teradata, a division of NCR Corporation (NYSE: NCR) and the global leader in enterprise data warehousing and enterprise analytic technologies and services, today announced a technology partnership in North America. The two companies will offer a solution for proactive management of all online and off-line interactions between customers, prospects and their brand.

Teradata(R) Customer Management and enterprise decisioning solutions enable smarter and faster strategic and tactical decision making for relevant, timely and effective communications with individual customers. CentrPort's e-business marketing solutions enable organizations to better acquire, retain and grow customer relationships through superior measurement, analysis and optimization of cross-channel marketing efforts. This joint offering will deliver an enterprise CRM solution that empowers organizations to maintain sustainable marketing dialogues as customers and prospects traverse between the online and off-line worlds. These dialogues include both listening to customer needs and responding with right-time targeted marketing messages all in the normal course of their individual patterns of online and off-line activity.

"The Internet is a powerfully interactive and cost-effective marketing channel," said Bob Blumstein, IDC Research Director, CRM Analytics and Marketing Applications. "By neglecting to treat the sea of anonymous prospects with the same marketing intelligence as customers, companies can create a gap between themselves and profitable opportunities. The joint solution from CentrPort and Teradata provides a bridge for taking Customer Management over that gap."

CentrPort and Teradata's joint solution will leverage an organization's existing technology investments in order to extend the reach of traditional CRM systems to embrace all online customer and prospect touch points. Seizing the advantages offered by Teradata's proven proficiency in customer management solutions and CentrPort's track record of advanced online marketing insight and execution, organizations can now seamlessly fold online data into Teradata CRM to amplify the strength and reach of their marketing messages. As a result, companies are free to pursue the most profitable customer opportunities at the right time.

"The promise of CRM will only be realized when organizations can consistently extend their CRM strategies to better listen to and communicate with customers and prospects across all online channels," said Bill Zierolf, President and CEO of CentrPort. "Through our partnership with Teradata, we are enabling organizations to connect the right people with the right messages at the right time."

"By integrating Teradata's customer management capabilities with CentrPort's e-business marketing capabilities, companies will be able to gain deeper insight into their customers and prospects, as well as to achieve closed-loop marketing campaigns that span the variety of online and off-line channels," said Mike DeBrosse, Vice President, Teradata Solutions Marketing. "Early adopters of this breakthrough solution will not only optimize their marketing spending across online channels, but they will also be able to measure and quantify tangible returns from marketing investments across multiple divisions, brands and channels."

How the Integrated Solution Works

The CentrPort platform collects online customer and prospect interaction data from banner ads, web sites, email marketing and affiliate sites. This data is then aggregated and transformed into profiles that are then loaded into the Teradata Warehouse to augment existing customer profiles and build new "anonymous prospect" profiles. Anonymous prospect profiles are defined as online prospects identified solely by their unique Internet-based identifiers. Once loaded into the Teradata Warehouse, all data is immediately accessible for analysis, segmentation and communication planning. Teradata CRM's relationship optimization capabilities will then enable marketers to see their customers and prospects across all channels and develop dialogues to enhance and grow the relationship in a profitable manner. Once the strategy has been defined and the campaigns created, Teradata CRM feeds marketing intelligence into the CentrPort application which then manages the execution for all online content and real-time communications. Finally, since CentrPort is a closed-loop marketing solution, all subsequent online interactions and campaign results are then fed back into the Teradata solution so that profiles can be updated and campaigns can be refined.

About CentrPort Inc.

CentrPort is the leading provider of outsourced e-business marketing solutions that enable Fortune 500 organizations to better acquire, retain and grow customers by creating and maintaining sustainable online marketing dialogues. The CentrPort suite of solutions helps organizations measure, analyze and optimize their multi-channel marketing efforts by combining a single view of online customers and prospects with a real-time messaging engine. Several of the world's largest marketing organizations, including 5 of the Fortune 10, have used CentrPort to increase customer acquisition rates, decrease customer attrition and grow customer profitability. More information on CentrPort can be found at www.centrport.com.

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.

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) employs approximately 30,100 people worldwide.

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