



Stephen Brobst Addresses Future of Data Warehousing in Beijing; Teradata's Chief Technology Officer Keynotes Industry Conference in China's Capital

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DAYTON, Ohio, Mar 17, 2003 (BUSINESS WIRE) -- Addressing an audience of customers, Chinese government officials and potential customers, Stephen Brobst, chief technology officer of Teradata, a division of NCR Corporation (NYSE:NCR), will discuss the future of data warehousing and best practices of enterprise data warehousing.

Brobst will be one of the keynote speakers at the Teradata Universe Conference in Beijing on March 18. Other lead speakers are Peter Hand, vice president and head of Teradata's Asia Pacific region, and Ronald S. Swift, vice president of strategic customer relationships for Teradata.

"The difference in total cost of ownership between a well-architected enterprise data warehouse and a collection of independent data marts can easily be a factor of two or more. It is clear that deployment of business intelligence using an enterprise information architecture is critical," said Brobst. He will also discuss the business tradeoffs in data mart versus data warehouse deployment.

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.

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