



## **NCR Managed Services Bring Business Intelligence to Service Operations - Analysis of Service Events from Teradata Data Warehouse Improves Operations**

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DAYTON, Ohio--(BUSINESS WIRE)--April 28, 2003--NCR Corporation (NYSE:NCR) today launched a unique managed services offering that brings business intelligence to the management and operation of information technology (IT) infrastructure, resulting in significant improvements in operational efficiency and user productivity along with reduced overall IT support costs.

NCR Managed Services provide for end-to-end management and operational support for enterprise IT infrastructures and cover a range of components from automated teller machines (ATMs) and point-of-sale systems, to PCs and peripherals, to servers and networks. With NCR's offering, clients retain ownership and control of their assets, allowing for greater agility in responding to market shifts.

This means NCR's targeted client base, which includes financial institutions, retailers, travel-related companies, manufacturers and other businesses with highly distributed multivendor IT environments, can keep its focus on strategic business imperatives, with NCR managing day-to-day infrastructure operations.

The business intelligence behind NCR Managed Services is a combination of detailed service transaction data and mining tools based on a Teradata(R) data warehouse. NCR provides its clients with a detailed analysis of all service events - from the time a call is taken and a diagnosis is made, to the determination of the precise parts and engineering skills needed to correct a problem.

This analysis provides insight into issues and patterns that are not evident through traditional analysis of service events. Knowledge from subject-matter experts is then combined with cause-and-effect analysis to identify root causes along with recommendations on how to anticipate and reduce future incidents.

NCR has made a significant impact on several market-leading companies, including Royal Bank of Canada, Food Lion and Amadeus North America.

"NCR Managed Services clients have experienced greater operational improvements than they could expect from traditional approaches," according to NCR Managed Services Vice President Stan Purvis. "With NCR's global presence, industry-specific expertise and insight into service operations, we're helping our clients make informed business decisions that drive enhanced value."

According to Allie Young, Gartner Group research vice president, "The growth in outsourcing today stems from enterprise demands for continuous IT performance enhancement, cost control and savings, access to critical skills without capital investment and acceleration of IT results to business. Increasingly, service providers need to demonstrate both technology and industry knowledge and align this knowledge through processes that deliver and measure return on investment for a specific enterprise."

### **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 29,600 people worldwide.

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