Teradata Demand Chain Management Selected by Leading Retailer for Forecasting, Replenishment and Promotions Management

June 9, 2003 at 12:01 PM EDT

DAYTON, Ohio, Jun 9, 2003 (BUSINESS WIRE) -- One of America's largest department store, drugstore, catalog and e-commerce retailers has selected the Teradata Demand Chain Management (DCM) solution from Teradata, a division of NCR Corporation (NYSE:NCR), for store-level forecasting and replenishment.

J.C. Penney will use Teradata's DCM application to improve its forecasting accuracy, contributing to increased sales, turns and service levels.

Inferior forecasting science and "gut-feel" decision-making on inventory have created significant customer service issues across the retail industry. At the store level, 5 to 8 percent of all stock keeping units (SKUs) and more than 15 percent of promoted items are out of stock at any given time, according to industry research. At the same time, costly overstock conditions caused by poor forecasts continue to drag down retailer earnings.

Retailers constantly strive to have the right merchandise at the right store at the right time to ensure customer satisfaction. In order to consistently achieve this goal and improve their capabilities, leading-edge retailers require a best-in-class forecasting and replenishment tool. By purchasing Teradata's DCM solution, these retailers will not only achieve their goals but also realize tangible results through highly accurate regular and promotional forecasts.

"We are very excited to be extending our partnership into such an important area of the business," said Rob Berman, Teradata vice president of retail industry solutions. "Demand chain management has become an integral part of retailers' success in today's competitive environment, and our solution can give them the insight and actionable information needed to be a market leader."

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 29,600 people worldwide.

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SOURCE: NCR Corporation

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