



Teradata Provides Monoprix with Enterprise Data Warehousing Solution

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SEATTLE--(BUSINESS WIRE)--Sept. 24, 2003--Teradata, a division of NCR Corporation (NYSE:NCR), has been selected by the Monoprix Group to implement an enterprise data warehousing solution to meet the decision-making needs of its 450 users.

Monoprix Group's Teradata(R) data warehousing solution is used by the marketing teams, sales management, commercial outlets and the Monoprix supply chain in order to optimize results. The enterprise data warehouse application enables users to access the necessary data to perform typological surveys and client segmenting, to optimize services and improve offers and reception in the store, to study behavior patterns and shop attendance, to analyze the profitability of identified clients, to personalize marketing campaigns, to perform product analysis and, finally, to serve as a base to feed operational tools of the group (including performance indicators).

"Teradata's easy integration with other applications and its ability to measure performance were the deciding factors for Monoprix," said Pierre Flauto, Monoprix's data systems manager. "We were also very pleased with the quality of service and the support provided, as well as the comprehensive nature of the offer (applications, models, consulting, CPU). The enterprise data warehouse application is a crucial tool for business strategy, allowing companies to gain a better understanding of their clients. It has allowed us from this day onwards to improve our supply chain, highlighting lost sales due to in-shop 'ruptures'."

For the Monoprix Group, it was vital to evolve toward an enterprise data warehouse solution to gain a better understanding of its customers, optimize its product offer in each sales outlet and develop better targeted marketing campaigns.

"Current weakness in consumer demand and supplier over-capacity are putting downward pressure on prices and could cut into profits in the long run. That makes precise knowledge about your customers, products and processes even more important," said Werner Sulzer, Teradata vice president for Europe, the Middle East and Africa.

About Monoprix

With 18,000 contributors and 267 commercial outlets, Monoprix is the leading retailer in city centers in France. Established in 85 percent of towns with more than 50,000 inhabitants, Monoprix's commercial outlets welcome several hundred million customers each day, each aware of offers and constantly reinvented services. With its strong ability to innovate and the willingness of its contributors, Monoprix works for the future in developing a true intimacy with its clients, and always adapting to their needs. More than ever before, the client is at the heart of Monoprix's strategy.

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 29,500 people worldwide.

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