China Mobile Deploys Teradata Data Warehousing Solution

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BEIJING, Dec 18, 2003 (BUSINESS WIRE) -- China Mobile Communications Corporation (China Mobile) is partnering with Teradata(R), a division of NCR Corporation (NYSE:NCR), to develop its Business Analyst Support System (BASS), which will integrate customer information from 31 provinces in China and its headquarters in Beijing. The deployment will provide the telecom giant with a single and unique view of customer data for effective decision-making and maintaining its competitive edge in an intensified market.

Reaching more than 169 million customers in 2003, China Mobile operates the world's largest GSM mobile communications network, covering all cities and over 96 percent of country towns in China. To maintain its leading position and facilitate business operation and management efficiency, China Mobile continuously implements advanced technology to develop insights from its vast data pool.

The solution from Teradata includes a logical data model specialized for the telecom industry, offering China Mobile a centralized, unique and scalable data warehousing system to develop an analytical operation system and maintain competitive advantages.

"Thirteen of the top 20 global telecom operators and more than 100 carriers worldwide depend on Teradata's enterprise data warehouse to enhance their competitive edge, demonstrating the success of our industry-specific solution," said Cliff Wu, vice president and general manager for Teradata in the Greater China Area. "We have won contracts from eight subsidiaries of China Mobile this year, including Shanxi, Shaanxi, Hubei, Inner Mongolia, Yunnan, Guangxi, Guizhou and Fujian. We are delighted to work with China Mobile to develop its enterprise data warehouse. With our expertise and in-depth knowledge in the industry, we hope to provide strong infrastructure support for China Mobile."

In addition, China Mobile is partnering with Teradata to develop an extract, transform and load (or "ETL") model, which helps the company to extract useful information from various data sources, transform it and load it into the centralized warehouse. Teradata also supports China Mobile in deploying business applications on its warehousing solution to achieve flexible access and multiple demonstrations of information and implement data mining analysis.

About China Mobile

China Mobile Communications Corporation is the largest mobile service provider in China. With more than 169 million customers (as of October 2003), it is the only telecom operator in Mainland China to focus on mobile technology and services. It employs more than 120,800 people and has wholly owned subsidiaries in 10 provinces (autonomous regions). It also is the sole owner of China Mobile (HK) Group Limited. China Mobile (HK) Group Limited is the major shareholder of China Mobile (HK) Limited and provides a full range of mobile telecommunications services in 21 service regions in China. China Mobile (HK) Group is listed in HK and New York Stock Exchanges.

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 maximise the value of customer interactions. Based in Dayton, Ohio, NCR (www.ncr.com) employs approximately 29,300 people worldwide.

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