



## **Teradata and SAP Join Forces to Deliver Strategic Enterprise Analytical Solutions; New Alliance to Target Multiple Industries with High Data-Volume Requirements**

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DAYTON, Ohio & WALLDORF, Germany--(BUSINESS WIRE)--Jan. 26, 2004--Teradata, a division of NCR Corporation (NYSE:NCR), and SAP AG (NYSE:SAP) today announced a technology partnership agreement to deliver analytical solutions to targeted industries with high data-volume requirements, including telecommunications, financial services, pharmaceuticals and aerospace and defense.

Companies in these high data-volume industries will be able to easily integrate enterprise analytical solutions with their SAP(R) solutions, resulting in faster time-to-market, lower total cost of ownership and improved business efficiencies.

The relationship will provide customers with a single, integrated view of their business by delivering industry-specific analytical solutions that are highly scalable and offer a rapid return on investment. As part of the agreement, Teradata also becomes an SAP Global Technology Partner.

"We believe that strategic relationships between enterprise resource planning vendors (e.g., SAP) and enterprise data warehouse vendors (e.g., Teradata) can be quite valuable to their joint customers," said Barry Wilderman, senior vice president, Technology Research Services of the META Group. "As each vendor is likely to provide enterprise data stores as well as business intelligence tools, any initiative that allows natural joins across the data, using the customer's analytic tools of choice, will enhance corporate decision-making."

"The enterprise analytics market is significant for SAP, and our relationship with Teradata will enhance our position in this market by providing customers with scalable and closely integrated, industry-focused analytical solutions that deliver superior business functionality, performance and economic value," said Bill McDermott, chief executive officer and president, SAP America, Inc. "This relationship is important for SAP because it provides us with a platform that has exceptional price-performance value and will satisfy our customers' growing data-volume needs as well as analytic complexity across targeted industries."

Teradata will be combining the best of its analytic applications portfolio and platform with SAP's deep industry knowledge and leading business software solutions, powered by SAP NetWeaver(TM), the open integration and application platform designed to drive lower total cost of ownership across heterogeneous information technology landscapes. Through tightly integrated interoperability between Teradata's enterprise data warehouse products and SAP NetWeaver, joint customers will have access to Teradata's scalable enterprise analytic capabilities fully integrated with SAP NetWeaver. Customers can enjoy Teradata's analytic capabilities combined with the industry-leading business intelligence capabilities of SAP NetWeaver.

"Teradata sees this partnership as a way to link our enterprise analytics expertise, applications and capabilities with SAP's worldwide leading business solutions," said Michael Koehler, senior vice president and head of Teradata. "This agreement will result in improved integration that mutual customers have been requesting, allowing them to make better decisions from an integrated view of customers and operations."

Both companies are also contributing engineering and technical resources and assets, as well as consulting capabilities.

### **About SAP**

SAP is the world's leading provider of business software solutions. SAP(R) solutions are designed to meet the demands of companies of all sizes - from small and midsize businesses to global enterprises. Powered by the SAP NetWeaver(TM) open integration and application platform to reduce complexity and total cost of ownership and empower business change and innovation, mySAP(TM) Business Suite solutions are helping enterprises around the world improve customer relationships, enhance partner collaboration and create efficiencies across their supply chains and business operations. The unique core processes of various industries, from aerospace to utilities, are supported by SAP's industry-specific solution portfolios. Today, more than 21,600 customers in over 120 countries run more than 69,700 installations of SAP(R) software. With subsidiaries in more than 50 countries, the company is listed on several exchanges, including the Frankfurt stock exchange and NYSE under the symbol "SAP." (Additional information at <http://www.sap.com>.)

For customers interested in learning more about SAP products:  
Global Customer Center: +49-180-534-34-24  
United States Only: 1 (800) 872-1SAP (1-800-872-1727)

### **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](http://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. NCR ([www.ncr.com](http://www.ncr.com)) is based in Dayton, Ohio.

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