



Teradata Launches First Maturity Assessment Consulting Service for Data Warehouses

February 16, 2004 at 2:03 PM EST

DAYTON, Ohio--(BUSINESS WIRE)--Feb. 16, 2004--Teradata, a division of NCR Corporation (NYSE:NCR), announced the launch of the first Data Warehouse Maturity Assessment consulting service for executives seeking to maximize the value of data warehousing investments. This service is based on a patent-pending scorecard that evaluates how well a company's business intelligence infrastructure supports its strategic business goals.

"Successful data warehousing requires best-in-class technology as well as standardized processes such as funding prioritization, architectural governance, data quality and data freshness," said Mark Shainman, senior research analyst, META Group. "Companies should look for a vendor that can provide both the technology and consulting services to align internal processes with business goals."

This consulting service defines and measures the maturity level of critical data warehousing characteristics, which directly impact the value received from data warehousing investments. Teradata consultants have distilled 19 years of experience from many of the world's leading data warehousing implementations down to an executive scorecard. This scorecard can be used to assess existing environments, identify value-limiting characteristics and establish a baseline level of analytical maturity across an enterprise.

The Teradata Data Warehouse Maturity Assessment service was developed for chief information officers who are evaluating the effectiveness of their business intelligence investments. The need for maturity assessments originated with years of departmental decision-making that resulted in disparate levels of business intelligence sophistication, not coordinated strategies to address corporate goals.

This innovative consulting service also enables comparison of analytic maturity across business units. When the comparison is complete, a prioritized plan identifies ways to standardize analytic capabilities across a company. This assessment is the latest innovative enhancement to the Teradata Solutions Methodology, a proven suite of data warehousing processes, tools and best practices that provides overarching management of consulting projects.

"The Teradata Data Warehouse Maturity Assessment service enables all business units to be supported by consistent, trustworthy information that can be used to drive enterprise business objectives," said Todd Higginson, director of Teradata Professional Services marketing. "The Teradata Maturity Assessment service allows chief information officers to proactively increase data warehousing value by aligning the maturity of dozens of critical business processes that surround their technology. Which is easier, managing one 12-year-old child or 12 one-year-old children?"

The Teradata Professional Services organization is solely dedicated to enterprise data warehousing. The team includes consultants with industry-specific expertise in data warehousing strategy and implementation, as well as analytical applications. Since it was established in 1984, Teradata Professional Services has offered guidance to hundreds of businesses, many of whom have been recognized throughout the industry for deploying world-class data warehouses.

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 29,000 people worldwide.

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