Telefonica de Espana to Nearly Double Data Warehousing Environment With Technology Renovation Plan; Teradata to Renovate Telefonica de Espana's Data Warehousing Platform

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MADRID, Spain--(BUSINESS WIRE)--March 3, 2004--Teradata, a division of NCR Corporation (NYSE:NCR), today announced an agreement with Telefonica de Espana to carry out a three-year technology renovation plan of the company's Teradata(R) Warehouse, originally implemented in 1996.

The Teradata Warehouse is the business-intelligence foundation that allows Telefonica to enhance commercial and customer care campaigns, offer customers new products and services and provide the maximum quality of service. This Teradata renovation plan is being carried out in response to Telefonica's new organizational development strategy, which seeks to place stronger emphasis on the company's commercial interests.

The upgrade of Telefonica's information system -- which has gone from 320 gigabytes to 16 terabytes since the original implementation -- will maximize opportunities to offer new customized products and services to its customers. The Teradata renovation plan calls for a 15-terabyte increase of Telefonica's data warehousing environment, nearly doubling its current capacity.

The smooth integration of the various technology platforms that coexist at Telefonica will facilitate the administration and management of the information technology infrastructure, while simultaneously optimizing maintenance costs.

"In 1996, after an exhaustive analysis of the various options, Telefonica selected Teradata as the strongest foundation for building its knowledge base and strengthening relationships with our customers," said Pablo Ledesma, marketing services area director, Telefonica de Espana. "At that time, the company was challenged with the imminent deregulation of the telecommunications market, which motivated us to radically change our philosophy. Central to this change was the understanding that we needed to have the most advanced business-intelligence tools. With the deployment of Telefonica's new customer-oriented strategy, we are reaffirming our trust in Teradata, which will endow our business units with the most precise tools for guaranteeing the company's success."

Jose Andres Garcia Bueno, industry manager for Teradata in Spain and Portugal, added, "This data warehouse is a strategic tool to support the company's decision-making, as it is the foundation for the storage and analysis of vital information. Teradata serves as the reference source that enables Telefonica de Espana to integrate into one system all the customer information it gathers through various channels, and then to offer new products and services based on a better knowledge of customer needs and preferences."

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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