



Teradata Selected by Vivo to Unify Data Warehouse Environments

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SAO PAULO, Brazil--(BUSINESS WIRE)--Sept. 14, 2004--

South America's Largest Cellular Carrier to Consolidate Information
from Regional Operations for Strategic Decision-Making

Teradata, a division of NCR Corporation (NYSE:NCR), announced today that it has been selected by VIVO, South America's largest cellular telephony carrier with over 23.5 million users in Brazil, to build a complete Teradata (R) enterprise data warehouse infrastructure. The new enterprise data warehouse will consolidate existing databases in VIVO's operational regions of Rio de Janeiro, Rio Grande do Sul, Bahia, Sao Paulo, Parana and Brasilia, where information considered to be strategic to the business is currently stored. The new Teradata data warehouse will be located at VIVO headquarters in Sao Paulo.

VIVO's single data warehouse will provide an integrated view of the business for faster data access and accelerated decision-making. With historical analyses and the cross-referencing of information from VIVO's diverse transactional systems as well as external sources, the carrier will also be able to develop products and services matching user expectations and perform more focused actions to segment, win and keep customers.

About VIVO

VIVO, controlled by the Portugal Telecom and Telefonica Moviles groups, is the largest mobile telephony carrier in South America, with over 23.5 million customers in 19 Brazilian states and the Federal District, the region where it operates. VIVO's technological option is CDMA, which is the third-generation cellular telephony base, all over the world, according to the International Telecommunication Union - ITU. For further information about VIVO, access the site: <http://www.vivo.com.br>.

About Teradata Division

Teradata, a division of NCR Corporation (NYSE:NCR), is the global technology leader in enterprise data warehousing, analytic applications and data warehousing services. Organizations around the world rely on the power of Teradata's award-winning solutions (www.teradata.com) to get a single, integrated view of their business to enhance decision-making, customer relationships and profitability.

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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