



## Silverton Casino Deploys Teradata(R) and Compudigm Solutions to Enable Growth in Hypercompetitive Gaming Market

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Single-property casino highlights features, flexibility of joint Teradata/Compudigm solution, making possible increased customer understanding and business performance

Silverton Casino Hotel Lodge, a leading casino and entertainment center located off the Las Vegas Strip, today announced the deployment of data warehouse solutions from Teradata, a division of NCR Corporation (NYSE:NCR), and the Compudigm seePOWER(TM) gaming portfolio. The new technologies, which will enable Silverton Casino to manage detailed transaction and customer data and create visualizations that provide an accurate, near-real-time view of the operation, are to be fully implemented by the end of 2005.

Silverton Casino previously used an internally developed data system that lacked many of the data collection and analysis tools needed to manage a modern casino. The company wanted technology that could provide deeper customer understanding by leveraging enterprise data visualization, reporting capabilities and performance analytics on a platform that could support their growing organization and more sophisticated analytic requirements.

"Information is critical to any company's success in the extremely competitive gaming business. The insight we pull from the Teradata(R) and Compudigm solution will help our managers make better decisions faster and help grow our business," said Kirk Golding, vice president of management information systems at Silverton Casino.

Patrick Wisnicky, Silverton Casino's vice president of finance, said, "Our ability to see exactly what business activity is transpiring on our gaming floors and all through our property enables us to improve the performance of each station, whether that's with a bank of slot machines, in our hotel or in our restaurants and retail units. The Teradata/Compudigm solution also lets us determine the optimal allocation of resources throughout the operation."

Silverton Casino chose to install a Teradata data warehouse to better serve customers by arming staff with up-to-the-minute information in a centralized environment. This data is then analyzed and presented to the business users as a series of static or active data visualizations that show how the business is performing. These visualizations allow decision-makers to quickly make more accurate assessments of the state of the business, making operational adjustments that will impact patron satisfaction and top-line results.

"Management at Silverton recognizes the pivotal importance of leveraging detailed data to drive customer understanding, satisfaction and a process of continuous business improvement. The seePOWER/Teradata combination is a proven, best-in-class solution that will deliver extremely rapid payback and also provide Silverton with a real competitive advantage in such a dynamic gaming market," said Andrew Cardno, chief operating officer and founder of Compudigm.

The sale of Teradata and Compudigm technology, professional and support services was conducted with Teradata acting as a reseller for Compudigm. The two companies are now working jointly with several casinos and retailers to bring the power of advanced visual space analytics to their detailed transaction and customer data.

"This win shows that Teradata and Compudigm can deliver value to casinos and other companies of all sizes. We are pleased to be supporting such an innovative entertainment company," said Rob Berman, vice president of retail for Teradata.

### About Silverton Casino Hotel Lodge

The Silverton Casino Hotel Lodge, conveniently located just 3 miles south of the Strip, off I-15 at Blue Diamond Rd., offers an all-inclusive gaming resort. After recently completing major renovations to both its interior and exterior, Silverton has updated nearly all its amenities to become a more upscale, contemporary Adirondack lodge-theme property. Silverton's remodel includes Sundance Grill, a terrific 24-hour restaurant/grill, the delicious Twin Creeks steakhouse, which recently won the Las Vegas Review Journal's 2004 Best New Restaurant award, the fun and exciting Shady Grove Lounge, as well as 300 newly renovated deluxe rooms and suites that offer luxurious amenities with all the comforts of home. Furthermore, Silverton has completed phase one of its expansion including the grand opening of the 165,000 square foot Bass Pro Shops Outdoor World, an additional 30,000 square feet of gaming, new Ticket-In, Ticket-Out slot machines, a completely revamped Player's Club and the Mermaid Restaurant & Lounge featuring a 117,000 gallon saltwater tank with over 8,000 tropical fish and their new attraction live Mermaid shows performing daily. For more information, please call (702) 263-7777 or visit [www.silvertoncasino.com](http://www.silvertoncasino.com).

### About Compudigm

Compudigm delivers groundbreaking Business Intelligence solutions based upon its seePOWER data visualization technology, enabling enterprises to transform oceans of disparate data into actionable, visual intelligence for significant competitive advantage. Founded in 1997, Compudigm is the winner of Gold and Silver awards in Casino Journal's Most Innovative Gaming Technology Products competition, dual Smithsonian Computerworld Laureates and the Data Warehousing Institute's "Pioneering Product of the Year" award. The company maintains offices in Las Vegas, London and Wellington, New Zealand, and can be contacted at [www.compudigm.com](http://www.compudigm.com).

#### About Teradata Division

Teradata ([www.teradata.com](http://www.teradata.com)), 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 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 and help organizations create a stronger competitive position. Based in Dayton, Ohio, NCR ([www.ncr.com](http://www.ncr.com)) employs approximately 28,300 people worldwide.

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