



## **Leading Retailer Grows Teradata-Enabled Business Intelligence Capabilities; Expands Enterprise Data Warehouse to Support Hundreds of Business Users Managing Information and Relationships With 40 Million Consumers**

October 5, 2005 at 10:30 AM EDT

DAYTON, Ohio--(BUSINESS WIRE)--Oct. 5, 2005--Teradata, a division of NCR Corporation (NYSE:NCR), has announced that Hallmark Cards, Inc., the industry leader in greeting cards, gifts, and a vast range of personal expression products and services, is growing the data capacity of its multi-terabyte enterprise data warehouse (EDW) to support hundreds of users who require detailed data to effectively serve more than 40 million consumers.

"Hallmark's partnership with Teradata began with the first of two departmental projects where Teradata helped Hallmark analyze detailed data to improve retail store sales performance," said Rob Berman, Teradata industry vice president. "The second project focused on analyzing customer data to more effectively target promotions to customers by using Teradata CRM. Now we are evolving our partnership by helping establish Hallmark's enterprise data warehouse."

Teradata's EDW brings together a company's data into a single integrated view, providing consistency and accuracy throughout a company's multiple views of its business and customer relationships. This includes information across a broad spectrum of business dimensions, including customer service, sales and marketing data. The Teradata EDW allows users to quickly analyze detailed cross-organizational information that helps them make optimal decisions that benefit a company's customers as well as the business.

The order includes the coexistence of NCR 5380 and 5400 servers designed for optimal speed, performance and scalability, as well as Teradata customer services.

On Sept. 19, 2005, Teradata introduced Teradata Relationship Manager, its next-generation solution portfolio for customer relationship management. The new solution is a browser-based application suite that builds upon the success of and will supersede Teradata CRM in December 2005.

### **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.

NCR and Teradata are trademarks or registered trademarks of NCR Corporation in the United States and other countries.

CONTACT: Teradata Division  
NCR Corporation  
Mike O'Sullivan, 937-445-7152  
[mike.osullivan@teradata-ncr.com](mailto:mike.osullivan@teradata-ncr.com)

SOURCE: NCR Corporation