



## **ABN AMRO Selects Teradata Data Warehouse to Build a Robust Foundation for Business Development in Asia**

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DAYTON, Ohio--(BUSINESS WIRE)--Feb. 15, 2006--Teradata, a division of NCR Corporation (NYSE:NCR), today announced that ABN AMRO, a leading international bank with more than 3,000 branches in more than 60 countries and territories, has selected Teradata(R) data warehouse as its platform for business decision support. The data warehouse will support business development of ABN AMRO consumer businesses in Asia.

ABN AMRO foresees significant growth opportunities in Asia based on its history of rapid growth in all markets across the region. Several financial services, especially credit card and VIP banking, have driven this growth. The regional data warehouse (RDW) in ABN AMRO will be primarily used for customer relationship management (CRM), and customer revenue analysis as well as monitoring credit risk metrics by the credit management team.

"ABN AMRO is deeply rooted in Asian financial markets," said Jim Brown, head of the Asia Consumer Client Segment of ABN AMRO. "For the past few years, we have enjoyed continuous growth in Asian markets, which have become a focus of our business. To better serve our customers and fulfill the needs of the company's marketing management and risk control, we need a robust decision support platform. After a thorough vendor evaluation process, we decided to work with Teradata to deploy our data warehouse and CRM solution."

The project will eventually rollout to all ABN AMRO's branches in Asia. The bank's branches in Taiwan will be the first to implement RDW followed by those in Hong Kong, Southeast Asia and China.

In the past, ABN AMRO deployed an operational data store and disparate data mart architecture. The downside of the previous architecture was that it created a higher total cost of maintenance over time. In addition, the data varied in different data marts creating consistency problems for business users who were unable to get a "single view of the business." Teradata data warehouse will integrate all data across ABN AMRO's Asia branches to meet the bank's need for data consistency and allow the bank to develop a consistent multinational view of its business. The regional headquarters in Hong Kong will then be able to view the region's total business as well as the performance of each individual country's business, and each country will have a view of its own data.

With service team members from Taiwan, Europe, United States and Asia, Teradata will provide leading solutions as well as worldwide best practices to equip ABN AMRO with the most comprehensive consulting and data warehouse implementation services.

### **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 Teradata(R) data warehouses, ATMs, retail systems, self-service solutions and IT services provide Relationship Technology(TM) that maximizes the value of customer interactions and helps organizations create a stronger competitive position. Based in Dayton, Ohio, NCR ([www.ncr.com](http://www.ncr.com)) employs approximately 28,200 people worldwide.

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