



Polkomtel S.A. Implements Teradata Warehouse

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DAYTON, Ohio--(BUSINESS WIRE)--April 5, 2006--Teradata, a division of NCR Corporation (NYSE:NCR), today announced that Polkomtel S.A., based in Poland, and one of the leading GSM technology-based providers, has completed implementation of its Teradata(R) Warehouse. The data warehouse provides Polkomtel with a scalable platform and an integrated enterprise-wide data model, enabling the company to better support growth of the business and to respond faster to market needs.

Over the years, Polkomtel had tried to develop an enterprise data warehouse with an extensive set of business functions to support continuously rapid growth of the company. Scalability problems led to building many data marts and resulted in the imposition of serious restrictions on users' access to detailed data. In addition, complex analyses based on detailed usage data required IT support. This situation was costly to Polkomtel and created unnecessary delays in generating business-critical reporting. More advanced analyses, such as lifetime value or behavioral scorings, required time-consuming calculations that deteriorated its business value.

"We were in need of a highly scalable system - not only in the number of concurrent users or queries, but in the amount of data as well," said Jaroslaw Bartosik, leader of the Polkomtel Business Intelligence Competency Center. "Teradata gave us the possibility to overcome the limits we had before. The combination of Teradata industry experience with internal business expertise creates solutions that empower us to respond to challenges of the very competitive market."

Business users now have direct access to the Teradata Warehouse along with the necessary data to perform their jobs. This enables them to ask business questions and receive a response back within minutes, instead of days, creating the possibility to further explore the data and, ultimately, to make better decisions.

"Polkomtel now can use information about its customers from more sources in a more integrated view," said Gerald Rosak, Teradata country manager for Poland. "With this detailed knowledge, they are able to improve marketing strategies and customer-oriented activities, from acquisition through retaining and up- and cross-selling."

About Teradata Division

Teradata (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) employs approximately 28,200 people worldwide.

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