



Retail Ventures, Inc. Doubles Data Warehouse Capacity and Extends Use of Teradata CRM; Business Growth, Value Realized from Teradata Drives Significant Upgrade Order

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DAYTON, Ohio, Apr 19, 2006 (BUSINESS WIRE) -- Retail Ventures, Inc., a diversified retailer that operates DSW Inc., Filene's Basement and Value City Department Stores, LLC, has completed the first-phase implementation of a Teradata Warehouse and customer relationship management (CRM) solution from Teradata, a division of NCR (NYSE:NCR). Its successful implementation has led to an upgrade order which will further extend the company's analytical intelligence and marketing agility.

Retail Ventures' Teradata Warehouse complements the company's current systems and provides a scalable enterprise intelligence environment for its analytical CRM applications. Teradata also provides important customer services in support of the information environment.

"The value of actionable information generated from our data warehouse platform and CRM applications is driving the need for additional capacity as we increase our analytical activities," said Jerry Bisaha, director of Customer and Marketing Systems at Retail Ventures Services. "Our data warehouse-driven approach is a vital requirement to our strategy of increasing the speed of our business decision making."

Teradata CRM is providing Retail Ventures with desktop user-driven campaign analytics and communication tools to better understand and engage the retailer's customers across multiple channels and marketing initiatives. The Teradata system, which replaced an outsourced solution, also helps the retailer increase store traffic and revenue per marketing dollar, reduce campaign logistics and labor efforts, improve the allocation of resources for data management and reduce the traditionally time-intensive campaign execution processes.

"The growth of the data warehouse is part of a natural evolution we see at top retailers like Retail Ventures, Inc. as they move from integration, synchronization, and delivery of data to the active operational use of information across all enterprise formats, channels, and banners," said Rob Berman, Teradata vice president of retail industry solutions. "Teradata remains unique in our ability to offer an integrated solution of business applications, platform, database, and services into a single scalable environment that can meet the retailer's ever-changing and complex intelligence needs."

Teradata brings together a company's data into a single integrated repository, 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 the supply chain as well as customer service, sales and marketing data.

About Retail Ventures Inc.

Retail Ventures, Inc. is a leading off-price retailer currently operating 113 Value City Department Stores in the Midwest, mid-Atlantic and southeastern United States, 29 Filene's Basement Stores in the Northeast and 202 better-branded DSW stores in major metropolitan areas throughout the country. DSW also supplies, under supply arrangements, to 213 locations for other non-related retailers in the United States.

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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SOURCE: NCR Corporation

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