



## Teradata Warehouse Miner 5.0 to Optimize Advanced Analytics

December 13, 2006 at 3:01 PM EST

Twenty-Five Times Runtime Improvement for SAS, SPSS, Fair Isaac  
and KXEN Tools

DAYTON, Ohio--(BUSINESS WIRE)--Dec. 13, 2006--Teradata, a division of NCR Corporation (NYSE:NCR), today announced that it has released Teradata Warehouse Miner 5.0, a comprehensive suite of data-mining software that significantly automates data preparation and dramatically accelerates performance of its partners' data-mining tools.

"This innovative technology enables companies to convert information into insight, and insight into actions which support better, faster decisions," said Randy Lea, vice president for Teradata products and services. "Teradata Warehouse Miner 5.0 has been uniquely designed to dramatically optimize analytics when deployed in combination with SAS, SPSS, Fair Isaac Model Builder or KXEN data-mining tools. The combination of the Teradata in-database performance with other vendors' data-mining tools can speed model development as much as two to three times faster and runtime of data-mining models up to 25 times faster. This in-database performance is extremely valuable to our customers and partners because they use it to gain more insight, through more analytic models, executed against more customers' data, across the organization in real time."

Teradata's powerful technology enables its customers to advance beyond describing what their customers did last quarter to predicting future buying behavior. A major European bank improved its target marketing campaigns with Teradata Warehouse Miner by better identifying potential banking customers with a 300 percent improvement in response over the control group. By leveraging customer data, the bank understood how to focus its offers and customer service on fewer customers to produce better sales results.

A major U.S. wireless provider increased contract renewals by 50 percent after it proactively contacted selected customers based on analytic intelligence that provided clues to when they were likely to terminate their wireless contract. This Teradata customer now has the lowest attrition rate of any wireless provider. By building an analytic data set in the Teradata database, they created a single, comprehensive view of their consumers with the consolidation of demographics, Web usage, calling patterns and customer service call history that enabled the provider to improve their attrition rate.

Teradata Warehouse Miner 5.0 dramatically optimizes the data-mining process and can accelerate the use of partners' data-mining tools:

**Data Profiling** - Using the data exploration features, businesses can identify and resolve a wide range of data-quality issues that include: identifying duplicate records and missing data, validating data accuracy, verifying the format of data and identifying outlying data that may skew an analysis. The Teradata Profiler leverages in-database, parallel-processing techniques allowing the analysis of data directly in the database, greatly improving performance, while eliminating the time and costs of moving data among databases. With Teradata Warehouse Miner 5.0, data profiling capabilities have been enhanced with drill-down functionality where users can retrieve detailed data representing a segment in a graph to investigate and resolve data-quality issues.

**ADS Generation** - The Teradata Analytic Data Set (ADS) Generator is a flexible, open data-mining solution that streamlines the most time-consuming and critical steps of data mining - the preparation of data for analysis. Most businesses spend up to 70 percent of their data-mining time and resources just getting data ready for analysis, which is a waste of valuable resources. Teradata ADS Generator can significantly reduce the data preprocessing time by at least 50 percent. This varies significantly depending on the amount of data and can increase with the growth of data volumes. This capability allows analytic modelers to focus on analysis to drive their business to profitability, instead of dealing with data movement and management issues.

**Extended Predictive Model Markup Language** - Teradata has extended support of the XML-based Predictive Model Markup Language (PMML) to additional data-mining vendors. PMML is an open standard which allows businesses to share analytic models among applications that enable them to easily port desktop analytic models to leverage the power of a large parallel database with minimal effort. The use of PMML promotes performance and enables scalability.

**Model Management** - With Teradata Model Manager, Teradata has simplified the complex data-mining execution process by making it faster and easier for technical as well as nontechnical business users to convert massive amounts of detail data into analytic intelligence. Business users can now execute the analytic model against fresh data by targeting new customer or product segments. They can analyze tens of millions of customers or products within a data warehouse with minimal guidance. In addition to the standard model management capabilities such as tracking, descriptions, assessment and scheduling, Teradata has automated the deployment process. Since Teradata Warehouse Miner has a tight linkage with the data warehouse, Teradata Model Manager automates the laborious model deployment process by selecting the required data and stripping out the data irrelevant to the analytic model. This creates a slimmed-down version of the analytic data, which takes less time to develop and fewer resources to run in the database.

"The combination of KXEN and Teradata technology, and, in particular, Analytic Data Set Generator and Model Manager, opens the door to unlimited smart use of data to generate real insight and increased profitability for our joint customers," said Roger Haddad, chairman and chief executive officer of KXEN.

### 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. As a growing business, Teradata is always

looking for outstanding talent. To learn more about Teradata career opportunities, visit [www.teradata.com/careers](http://www.teradata.com/careers).

#### 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 29,300 people worldwide.

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

CONTACT: NCR Corporation  
Teradata Division  
Dan Conway, 858-485-3029  
[dan.conway@teradata-ncr.com](mailto:dan.conway@teradata-ncr.com)

SOURCE: NCR Corporation