



## **Fast-Growing Retailer hhgregg Expands Demand Chain Visibility and Control with DCM Tools from Teradata**

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New Capabilities Will Bolster Retailer's Guarantee to Have

Advertised Merchandise on the Shelf

DAYTON, Ohio--(BUSINESS WIRE)--Jan. 22, 2007--Teradata, a division of NCR Corporation (NYSE:NCR), today announced that Gregg Appliances Inc. ("hhgregg"), a leading consumer electronics and appliances retailer operating in the Midwest and Southeast United States, has purchased the Teradata Demand Chain Management (DCM) suite, a software portfolio that provides detailed visibility across the demand chain, accurate consumer demand forecasts and optimized merchandise replenishment decision support.

"We chose the Teradata Demand Chain Management suite because of Teradata's deep understanding of our retail business issues and their platform's proven ability to drive measurable results," said Stephen Nelson, hhgregg chief information officer.

"Teradata is really about meeting our customers' expectations when they walk into the store. Teradata DCM is the right tool to help us more accurately predict consumer demand, further automate our replenishment processes and make sure no one walks away angry or disappointed because the product they had hoped for is not in stock," said Dennis May, hhgregg president.

With 75 stores in eight states, Indianapolis-based hhgregg represents the latest in a series of leading retailers drawing on the expertise of Teradata to help implement strategic demand chain solutions in the areas of forecasting and replenishment.

"Retailers today compete aggressively across multiple selling and consumer channels, locations, brands, market spaces - and in an increasingly complex data environment," said Rob Berman, vice president of retail industry solutions for Teradata. "Leading retailers know that the way to win consistently is through detailed foresight and sophisticated replenishment processes and tools that deliver the right merchandise to the right place at the right time to the right customers. By choosing Teradata for DCM, hhgregg joins a growing list of retailers investing in a broad range of industry-specific Teradata solutions to help them do exactly that."

Teradata DCM combined with Teradata's Retail Logical Data Model and the Teradata Active Enterprise Data Warehouse extends hhgregg's enterprise transformation initiative and will help enable continuing operational retail store expansion and sales growth.

Teradata's business momentum continues in 2007, fueled not only by increases in data volume and related demands across industries but, more importantly, by the evolving need of companies to integrate and fully exploit their data for better decisions, improved performance, and sustainable competitive advantages.

### About hhgregg

Founded in 1955, hhgregg employs approximately 3,000 workers with stores in Indiana, Kentucky, Ohio, Tennessee, Georgia, North Carolina, South Carolina and Alabama. The company plans to operate more than 85 locations by the end of 2007. For more information, visit [www.hhgregg.com](http://www.hhgregg.com).

### 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. NCR ([www.ncr.com](http://www.ncr.com)) is based in Dayton, Ohio.

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