Belgacom Mobile Installs Teradata Business Intelligence Model

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Telco Operator Will Be Able to Perform Detailed Customer-Centric

Analysis

WARSAW, Poland--(BUSINESS WIRE)--April 23, 2007--Teradata, a division of NCR Corporation (NYSE:NCR), today announced that Belgacom Mobile, Belgium's leading mobile telecommunications operator, has implemented a new Teradata(R) Warehouse. Belgacom Mobile is using Teradata's communications Logical Data Model (cLDM). The cLDM provides the capability to drive strategic and tactical analysis from a single, integrated view of the business.

This capability is accomplished by integrating data from various internal applications (for example, billing, order management, network 2G/3G traffic, and handset management). The result is a structured and intelligent information model that enables Belgacom Mobile to better evaluate and manage its activities in key areas. These key areas include customer management, product analysis, revenue management, and finance and performance management.

"This new system provides a fully integrated company-wide view," said Geert Goethals, director of products and services engineering at Belgacom Mobile. "During the implementation, the cLDM has proven to be an excellent fit to our enterprise business model and accommodates to integrate more business subject areas in the near future. Our business users can perform ad-hoc reporting without involving the IT department."

"Companies are increasingly becoming aware that enterprise data warehousing is the corner stone of true business intelligence and look for suppliers that understand this unique environment," said Hermann Wimmer, vice president of Europe, Middle East and Africa for Teradata. "Teradata is the world's leader in enterprise data warehousing. We work with the customer every step of the way, assisting in strategic choices in defining the infrastructure and coordinating with third-party suppliers."

Other partners in the project include Informatica (via Aexis), Business Objects, Arhs Development and CapGemini.

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. As a growing business, Teradata is always looking for outstanding talent. To learn more about Teradata career opportunities, visit 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) employs approximately 28,900 people worldwide.

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