



## **NCR Tops Oracle and IBM in New Data Warehousing Ranking**

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DAYTON, Ohio, Nov. 17 /PRNewswire/ -- Beating out data warehouse competitors Oracle (Nasdaq: ORCL) and IBM (NYSE: IBM), NCR Corporation (NYSE: NCR) has earned the number two position in DM Review magazine's annual ranking of the top 100 vendors in data warehousing, e-business and customer relationship management (CRM). The ranking, which was announced at a webcast today at [www.dmreview.com](http://www.dmreview.com), is determined by an online survey of the magazine's readers.

In September, DM Review announced that NCR had won the CRM category of its 2000 Readership Awards, a designation also based on the reader survey.

"NCR wishes to thank DM Review and its readers for this recognition and validation of the superiority of our Teradata database and CRM solutions," said Mark Hurd, executive vice president and chief operating officer of NCR's Teradata Division. "This ranking reflects years of experience in the data warehousing business and our ability to meet the decision support challenges posed by both traditional and new economy businesses."

Ron Powell, publisher/editorial director of DM Review said of the ranking, "The DM Review 100 represents the companies that are effectively meeting the business intelligence needs of their customers. These companies were identified by our readers, and inclusion in this exclusive group demonstrates each company's commitment to excellence."

The 2000 DM Review 100 ranking is available online at <http://www.dmreview.com/awards/top100/2000/>.

### **About DM Review**

Proudly celebrating its 10-year anniversary, DM Review continues to provide thought-provoking and informative editorial for corporate executives and IT managers. Covering business intelligence (e-business, customer relationship management and data warehousing) across all major industries, DM Review's articles and columns provide insights and solutions from two perspectives - business and technology.

### **About NCR Corporation**

NCR Corporation (NYSE: NCR) is a US\$6.2 billion leader in providing Relationship Technology(TM) solutions to customers worldwide in the retail, financial, communications, manufacturing, travel and transportation, and insurance markets. NCR's Relationship Technology solutions include privacy-enabled Teradata(R) warehouses and customer relationship management (CRM) applications, store automation and automated teller machines (ATMs). The company's business solutions are built on the foundation of its long-established industry knowledge and consulting expertise, value-adding software, global customer support services, a complete line of consumable and media products, and leading edge hardware technology. NCR employs 31,900 in 130 countries, and is a component stock of the Standard & Poor's 500 Index. More information about NCR and its solutions may be found at [www.ncr.com](http://www.ncr.com).

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