



NCR and Novantas Sign Joint Referral Agreement to Bring Customer Relationship Management Strategies to the Financial Services Industry

December 1, 2000 at 10:35 AM EST

DAYTON, Ohio, Dec. 1 /PRNewswire/ -- NCR Corporation and Novantas have signed a joint referral agreement for customers in the financial services industry. These companies will benefit from the combination of Novantas' experience in strategic management consultancy with the customer insight provided by NCR's Value Analyzer(TM) customer relationship management (CRM) application. The partnership enables financial services organizations to make strategic plans based on a solid understanding of their customers' demographics and behavior.

"Value Analyzer provides our clients with a world-class profitability measurement solution to build their CRM strategies," stated Tina Koch, vice president of Teradata Division Financial Services. "This agreement allows us to leverage information produced by Value Analyzer to develop short term tactics that drive revenue and long term strategies that create competitive advantage."

"Few organizations have the customer level insights and execution methodologies necessary to translate behavioral data into initiatives that support longer term segment strategies," said Seamus McMahon, managing director of Novantas. "Partnering with NCR allows our clients to significantly reduce the time and effort in moving from raw customer data to improve economics."

About Novantas

Novantas is a strategy-consulting firm, focused on services industries. The firm teams with clients to deliver revenue-focused strategies and delivery capabilities. Five senior partners and practice leaders from Booz-Allen, Bain and First Manhattan Consulting formed the Firm in 1999. During the past year, Novantas has developed a market leadership role in financial industries advisory work, and has launched its first affiliated venture -- Mindswift -- a market testing services company. More information about Novantas can be found on the World Wide Web at www.novantas.com

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 .

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