Beta Version of NCR TeraMiner(TM) Analytics Launched

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DAYTON, Ohio, Dec. 4 /PRNewswire/ -- NCR Corporation (NYSE: NCR) today announced the beta availability of TeraMiner Analytics. TeraMiner Analytics enables business analysts to find patterns in data to build models of customer behavior. These models can then be used to predict future behavior and plan marketing campaigns accordingly. The beta program, which officially commences on December 15, already includes some of NCR's new dot-com customers.

Competitive benchmarks have shown TeraMiner Analytics provides an order of magnitude performance increase over competitive data mining solutions by incorporating the machine learning algorithms into a Teradata warehouse. This technique enables TeraMiner to leverage the parallel processing capabilities of Teradata. In addition this enables the data to be left "in place" as it is processed, eliminating lengthy data transfers. For example, an NCR customer, a major consumer goods manufacturer, was able to decrease one of its analyses from 312 hours using a rival system to 12 hours on TeraMiner.

Speed is not just a matter of convenience -- it makes certain operations on large databases practical for the first time. One such analysis is fraud detection, which, because fraud is comparatively rare, requires large amounts of data to be processed for fraudulent behavior to be revealed. Similarly, customer segmentation requires analysis of large amounts of data to determine meaningful characteristics of customer segments.

"Analytic applications incorporating data mining algorithms have been difficult to develop and poorly performing due to the extensive data preparation required," said Henry Morris, vice president for Applications and Information Access at IDC. "This new version of TeraMiner addresses these requirements, simplifying application access to sophisticated analytics and eliminating the need for time-consuming file transfers to prepare data for mining. These enhancements will benefit NCR's customers who excel at leveraging the scalable Teradata engine to build leading edge applications."

Vickie Farrell, vice president of marketing for Teradata said, "While companies like Oracle are talking about their plans, NCR has been systematically moving statistical and analytic functions into Teradata for two years. This is an area we pioneered and others are playing catch-up. Our customers have been realizing the advantages of in-place high-volume data mining for quite a long time."

The following analytic functions are included in this release: multivariate statistical analysis (linear regression, logistic regression, and factor analysis), and machine learning algorithms (decision trees/rule induction and cluster analysis). A description of the TeraMiner suite of products is available at http://www3.ncr.com/product/brochures/pdf/eb1384.pdf.

NCR incorporated OLAP extensions into Teradata SQL with Teradata V2R3. TeraMiner Analytics is the second in the Teradata suite of data mining products. The first, TeraMiner Stats, was released June 1999, and manages data exploration and pre-processing. Companies wishing to join the beta program should contact their NCR sales representative.

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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