Newest Version of Teradata E-Business Analytics Includes BroadVision

April 3, 2001 at 10:37 AM EDT

NEW YORK, April 3 /PRNewswire/ -- Teradata, a division of NCR Corporation (NYSE: NCR), launched the newest version of its Teradata E-Business Analytics suite at the Internet & e-Business Exposition this week in New York.

Designed to enhance the BroadVision(R) suite of e-business applications, the new software is part of a larger solution from Teradata that allows companies to tap their customer information in data warehouses to provide personalized offers online, while honoring consumers' requests and expectations for privacy.

The Teradata E-Business Analytics suite plays a critical part in a complete solution for online personalization. The first layer of this solution is a privacy-enabled data warehouse based on the Teradata(R) database, which collects, organizes and retrieves data gleaned from transactions, both online and offline, plus interactions like clickstream data from web site surfing or registration or calls to a customer service line. The next layer is the Teradata E-Business Analytics suite, which analyzes the data to uncover both larger customer trends and individual customer insights. The final, customer- facing layer is the actual personalization of a web site or other web-enabled devices, which is accomplished using Teradata CRM software to identify opportunities for product offers and special discounts, and BroadVision demand-side business solutions to provide the personalized user experience and e-commerce application.

To close the process, consumer reaction to the personalized web page is captured in the Teradata data warehouse and the data is then added to future analysis, creating an ongoing process of increasing customer knowledge for the company and better service and more relevant offers for the consumer.

"The level of personalization provided by the Teradata solution built upon the Teradata E-Business Analytics suite and BroadVision's personalized e-commerce applications is much more sophisticated than the collaborative filtering technology typically used by web sites," said Mike DeBrosse, vice president of E-Business Marketing for Teradata. "We can take companies to the level where every customer is offered the products and services most relevant to his or her wants and needs."

For example, an online travel company could promote its tropical vacation package to a customer who priced flights to the Bahamas on his or her last visit. Or the same company could offer a special fare on flights to Chicago to a California-based business traveler who previously only used the site to book hotels and car rentals for his frequent trips to the Windy City.

Similarly, an online broker could use the technology from Teradata to ensure that its customers with young families were offered college savings programs while empty nesters received advice and offers focused on retirement planning.

Centers for Advanced Personalization

In addition to linking their technologies in the e-business analytics market, Teradata and BroadVision agreed in a partnership announced in November 2000 to create joint Centers of Expertise for Advanced Personalization. The first of these centers opened in March 2001 in San Diego. The center is staffed with both Teradata and BroadVision experts in the fields of data mining, data warehousing and web site applications development. The center showcases interactive demonstrations of NCR and BroadVision application technologies, including the Teradata E-Business Analytics suite, CRM applications and NCR ATMs and kiosks.

Teradata and BroadVision plan to open additional centers in Europe and Asia.

About Teradata Division

Teradata, a division of NCR Corporation, offers powerful analytical solutions that help businesses drive growth. Teradata solutions include the Teradata database, and analytical applications for customer relationship management, operations and financial management, business performance management and e-business. To learn more about Teradata Division and its solutions, go to http://www.ncr.com/teradata .

About NCR Corporation

NCR Corporation (NYSE: NCR) is a 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 32,900 in more than 100 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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