



NCR Teradata Ranked #1 for Campaign Management

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DAYTON, Ohio, April 9 /PRNewswire/ -- Teradata, a division of NCR Corporation (NYSE: NCR) has been recognized as a leader in campaign management by earning the highest marks on the 2000 Quaero Campaign Management Software Comparative Analysis. NCR's Teradata CRM version 4.0 is one of three products to have received top ranking in the report. Quaero, a CRM service provider, conducted a thorough and objective analysis of 20 leading campaign management tools on the basis of functionality, flexibility and price. The Direct Marketing Association sponsored the research.

"This is a significant accomplishment for Teradata CRM," said Peter Heffring, president of Teradata CRM division. "The most successful campaigns are those driven by deep analytics, event triggers and customer optimization

- areas where Teradata CRM excels." Other vendors evaluated in this report include: E.phiphany, Inc., Matrix Technology Group, Inc.,/Lodgistics.com, Inc., and Xchange, Inc. The full report is available from Quaero at www.quaero.com or by calling 877-570-2199.

About Quaero, LLC

Quaero helps companies maximize their customer profitability through its CRM services with development of CRM roadmaps, rapid data mart development, customer analytics and campaign management implementations. Quaero brings its strong CRM expertise coupled with its analytics and technology expertise for companies in financial services, retail, e-business, communications and healthcare to develop long and profitable customer relationships. Clients include Fair Isaac, TRACFONE Wireless, Inc., Mellon/Dreyfus, priceline.com, Forrester Research, JP Morgan Chase and The Limited. Quaero supports the needs of companies to translate their customer contacts into long-term profitable relationships through its three lines of business: Quaero msi - providing marketing consulting and systems integration; Quaero Answers(SM) - offering research and training; and Quaero csp - offering outsourced CRM services. Quaero has offices in New York City, Research Triangle Park, Charlotte, Atlanta and Denver. For more information, call 877-570-2199 or visit the Quaero website at www.quaero.com.

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(R) 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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