The Spotlight Will Be on CRM at PARTNERS 2001

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Teradata CRM experts to share stage with industry analysts, consultants, customers

Customer relationship management (CRM) will be a major focus at PARTNERS, the annual user conference hosted by Teradata, a division of NCR Corporation (NYSE: NCR), October 14-18, in Orlando, Fla. Some 27 sessions by Teradata executives, industry analysts and customers will examine CRM from both business and technical perspectives.

Teradata CRM Division President Peter Heffring will discuss a number of CRM topics -- how it operates, how to achieve success as well as what can cause failure, and how to pace implementation of CRM for maximum business value. Leading industry analysts such as Gartner Group, consultancies such as Baseline Consulting Group and customers such as E-Trade, Hallmark and Harrah's Entertainment, Inc. will lead workshops that address achieving return on investment (ROI), CRM myths and realities, analytical CRM and the role of CRM in e-commerce.

In addition, a number of Teradata CRM executives will give presentations and conduct workshops during the four-day conference. Included are:

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    *  Judy Bayer, vice president of analytic solutions, CRM division, who
       will discuss the components required to measure ROI, how to set up a
       CRM evaluation framework and tips for measuring ROI over time.
    *  John Dinning, vice president of product realization, CRM division, who
       will describe the aspects of CRM that contribute the most to achieving
       ROI and will discuss a series of case studies that illustrate how
       companies can drive and measure ROI.
    *  Ron Swift, vice president of strategic relationships, who will lead a
       CRM workshop and address a number of issues relevant to CRM, including
       the key factors for achieving high ROI.
    *  Jack Garzella, director of e-business solutions, who will explore how
       businesses are using data warehouses as key components to support CRM
       and e-business strategies.
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About PARTNERS 2001

Teradata's data warehousing and analytical applications customers, prospects, partners and employees from around the world will come together at PARTNERS 2001, Teradata's annual user group conference and expo, October 14-18 at the Walt Disney World Swan and Dolphin.

The conference, designed by Teradata customers, features 180 sessions on business issues, analytical applications and technology led by customers as well as Teradata leaders, partners and industry analysts. Featured speakers include NCR Chairman and CEO Lars Nyberg, Teradata chief Mark Hurd, Teradata Chief Technology Officer Stephen Brobst, Teradata development head Alan Chow and CRM leader Peter Heffring. For the complete conference program and online registration, visit www.ncrpartners.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.Teradata.com .

About NCR Corporation

NCR Corporation (NYSE: NCR) is a leader in providing Relationship Technology(TM) solutions to customers worldwide. NCR's Relationship Technology solutions include the Teradata(R) database and analytical applications such as customer relationship management (CRM) and demand chain management, store automation systems 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 33,300 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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CONTACT: Marchela E. Roca, Teradata CRM Division of NCR Corporation,
                  +1-919-858-1411, or marchela.roca@ncr.com