



## **Teradata User Conference to Feature Customer Dialog Led by COO Mark Hurd**

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DAYTON, Ohio, Oct. 12 /PRNewswire/ -- How are industry-leading companies balancing high customer expectations in an increasingly challenging business environment? Executives from Lowe's Companies, Royal Bank of Canada and Harrah's Entertainment will address these issues in a super session at PARTNERS, the leading data warehousing conference sponsored by Teradata, a division of NCR Corporation (NYSE: NCR).

Teradata Chief Operating Officer Mark Hurd, who will talk about the trend in business today where decision-making is evolving to "decisioning," will lead the session. The participants, all customers of Teradata analytical solutions, will share their successes in managing company information to respond to their customers' ever-changing needs and grow their businesses. The session, scheduled for Tuesday, October 16, will feature Steve Stone, vice president of Information Technology Strategy for Lowe's Companies, John Boushy, CIO of Harrah's Entertainment, and Richard McLaughlin, chief CRM officer of Royal Bank of Canada.

### **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 Operating Officer 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](http://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](http://www.ncr.com).

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