



Teradata Center for Customer Relationship Management at Duke University Takes Strides in Executing on Its Vision

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DAYTON, Ohio, Oct 16, 2001 /PRNewswire via COMTEX/ -- The Teradata Center for Customer Relationship Management -- executing on the vision created by the partnership between Duke University and Teradata, a division of NCR Corporation (NYSE: NCR), in September 2000 -- has taken significant strides to support the practical applications of customer relationship management (CRM) in business through global research and learning.

In its first year, the center has focused on pursuing numerous opportunities for marketing scholars and business leaders to collaborate and exchange innovative ideas. The center, in cooperation with Duke's open- enrollment executive education program -- which is taught at the Fuqua School of Business -- will hold its first CRM executive program in November 2001. The course will share insight into one-to-one relationship management, customer acquisition, retention and loyalty and various other CRM organizational and implementation issues.

"Having a CRM strategy has become mission-critical for businesses that want to maintain a competitive edge," said Peter Heffring, president of the Teradata CRM division. "Now more than ever, it is paramount to have people in your organization that recognize the business benefits of a successful CRM enterprise strategy. Through its efforts, the center is committed to doing just that -- educating current and future business leaders and advancing CRM, both as a practice and a science."

The center is leveraging the expertise of distinguished marketing professors to author case studies that highlight specific CRM business issues and provide key learning for marketing and business administration at Fuqua. "By leveraging Teradata's expertise in the field of CRM, we are able to expand our curriculum and pass on new, pertinent knowledge to our students. At the same time, we are also collaborating with marketing scholars and corporate allies to advance academic research and expertise in this essential and emerging field of CRM."

Also in 2002, the center will publish a textbook covering a broad range of pertinent CRM topics, including organizational issues and curricula based on customer-focused business practices and marketing strategies. The center is co-directed by Martha Rogers, Ph.D., partner, Peppers and Rogers Group and adjunct professor, Duke's Fuqua School of Business and Richard Staelin, the Edward and Rose Donnell professor of marketing and business administration at the Fuqua School of Business and former executive director of the Marketing Science Institute.

About The Fuqua School of Business at Duke University

The Fuqua School of Business (www.fuqua.duke.edu) was founded in 1969 and is now ranked among the top graduate schools of business in the United States. Fuqua offers its MBA degree in four formats. The Duke MBA is the school's flagship daytime program; the other non-residential executive MBA options include The Duke MBA - Weekend Executive, The Duke MBA - Global Executive and The Duke MBA - Cross-Continent. Fuqua is also a leader in non- degree executive education.

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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