NCR Teradata Helps Argosy Gaming Company Gain Superior Customer Relationship Management

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DAYTON, Ohio, Oct. 17 /PRNewswire/ -- Teradata, a division of NCR Corporation (NYSE: NCR), today announced the sale of NCR's Teradata(R) database and customer relationship management (CRM) solution to enable Argosy Gaming Company to improve its CRM strategy and grow its business- analysis capabilities across the enterprise. The Teradata CRM solution increases Argosy's ability to target guests with messages and offers that will drive repeat visits and create more meaningful marketing relationships with their guests. These marketing programs will help identify new products and services that appeal to specific guest segments.

By integrating sales, gaming and guest data from various sources, Teradata's CRM solution allows Argosy to gather, analyze and manage guest information in as much detail as desired. The powerful analytics and campaign-management functionality in the Teradata CRM solution will allow Argosy to identify guest trends, to increase revenue and cross-sell opportunities, and to maximize guest retention efforts. Argosy will be able to maintain a holistic view of their guest information across the enterprise and to optimize the experience of every guest interaction.

"NCR's Teradata will give us the ability to integrate our existing multiple communications channels and provide us with a single, focused view of our customers," said Darrel Kammeyer, director of CRM for Argosy. "We were impressed with the scalability and manageability of the platform, as well as the ability to incorporate 'best-of-breed' third-party software tools."

"This solution will propel Argosy to the pinnacle of CRM across all their properties," said Darryl McDonald, vice president of NCR's Teradata solutions team for retail. "The combination of the Teradata database and the Teradata CRM solution will enable Argosy to leverage their established brand recognition and loyal customer base to gain a consistent view of their guests, and to utilize customer-preference information to recognize their guests with appropriate rewards. We're excited about being able to partner with Argosy to achieve these objectives."

About Argosy Gaming Company

Argosy is a leading multi-jurisdictional owner and operator of riverboat casinos and related entertainment and hotel facilities in the midwestern and southern United States. Argosy, through its subsidiaries, owns and operates the Alton Belle Casino in Alton, Illinois, serving the St. Louis metropolitan market; the Argosy Casino in Riverside, Missouri, serving the greater Kansas City metropolitan market; the Argosy Casino-Baton Rouge in Louisiana; the Belle of Sioux City in Iowa; the Argosy Casino & Hotel in Lawrenceburg, Indiana, serving the Cincinnati and Dayton metropolitan markets, and the Empress Casino and Hotel in Joliet, IL, serving the greater Chicagoland market. Argosy was named the "Company of the Year" at the Gaming Industry Annual Awards ceremony in October 2000.

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. 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/