NCR

Teradata Again Recognized as a Leader in Customer Relationship Optimization Magic Quadrant

March 27, 2002 at 11:02 AM EST

DAYTON, Ohio, Mar 27, 2002 /PRNewswire via COMTEX/ -- Teradata, a division of NCR Corporation (NYSE: NCR), announced that it has again been positioned as a "Leader" for its "ability to execute" in Gartner's latest North American Customer Relationship Optimization (CRO) Magic Quadrant.* "Leaders" are defined as companies performing well today, having a clear vision of market direction and actively building competencies to sustain their leadership position in the market.

In the Magic Quadrant's evaluation of 16 vendors in the CRO space, Teradata's position as a "Leader" acknowledges the successful penetration of its Teradata customer relationship management (CRM) application in the market. Teradata was also included in an evaluation of 12 vendors in the new CRM Analytics Suite Magic Quadrant. Teradata's position in both of these Magic Quadrants revalidates its leadership among analytical CRM solution providers.

"Gartner's placement of Teradata continues to confirm what our clients have known for years -- that our visionary scope and depth is exceeded only by our practical abilities to execute for maximum return on relationship," said Peter Heffring, president of Teradata's CRM division. "Today's companies want experience, not an experiment -- and Teradata has a strong history of delivering industry-specific business value in the CRM space."

Both the CRO and CRM Analytics Suite Magic Quadrant reports evaluate CRM vendors in the analytical applications space, with an emphasis on marketing automation and customer analytics, respectively. Each vendor is evaluated on its "ability to execute" and its "completeness of vision."

"Ability to execute" is measured by consistently being able to demonstrate the ability to meet customer expectations and have the resources required to remain viable. "Completeness of vision" identifies vendors that meet certain criteria, including ability to show range of functionality, ease of implementation and expertise in the key industries adopting the technology. Teradata has earned high levels of credibility based on its broad experience implementing enterprise-class analytical CRM solutions across vertical industries -- and has won numerous awards for its work with hundreds of data warehousing customers.

Teradata is unique in its proven capabilities in using enterprise-wide data to strengthen customer relationships through tailored communication across multiple channels.

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 www.teradata.com .

About NCR Corporation

NCR Corporation (NYSE: NCR) is a leader in providing Relationship Technology(TM) 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 31,400 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 .

NCR and Teradata are trademarks or registered trademarks of NCR Corporation in the United States and other countries.

* Note to Editors

The Magic Quadrant is copyrighted March 2002 by Gartner, Inc. and is reused with permission. Gartner's permission to print or reference its Magic Quadrant should not be deemed to be an endorsement of any company or product depicted in the quadrant. The Magic Quadrant is Gartner's opinion and is an analytical representation of a marketplace at and for a specific time period. It measures vendors against Gartner-defined criteria for a marketplace. The positioning of vendors within a Magic Quadrant is based on the complex interplay of many factors. Gartner does not advise enterprises to select only those firms in the Leaders segment. In some situations, firms in the Visionary, Challenger, or Niche Player segments may be the right match for an enterprise's requirements. Well-informed vendor selection decisions should rely on more than a Magic Quadrant. Gartner research is intended to be one of many information sources including other published information and direct analyst interaction. Gartner expressly disclaims all warranties, express or implied of fitness of this research for a particular purpose.

Gartner "North American CRO Magic Quadrant -- 1H02", G. Herschel, March 2002.

Gartner "North America CRM Analytics Suite Magic Quadrant -- 1H02", G. Herschel, March 2002.

```
              MAKE YOUR OPINION COUNT - Click Here
         http://tbutton.prnewswire.com/prn/11690X42650142
```

SOURCE NCR Corporation

CONTACT: Marchela E. Roca, Teradata CRM Division of NCR Corporation,
                  +1-919-858-1411, or marchela.roca@ncr.com

URL: http://www.teradata.com
http://www.prnewswire.com