



ATA Chooses Teradata to Help Its Marketing Efforts ``Take Off''; Powerful CRM Solutions Will be Based On New Enterprise Data Warehouse

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DAYTON, Ohio, May 21, 2002 (BUSINESS WIRE) -- American Trans Air, Inc. (ATA) has selected Teradata, a division of NCR Corporation (NYSE:NCR), to build an enterprise data warehouse. It has also purchased comprehensive customer relationship management (CRM) applications and the Travel Logical Data Model (Travel LDM). Through its new system, one of the first benefits ATA will realize is the ability to better target marketing campaigns to passengers who book online via its Web site.

After reviewing its internal strategy, ATA recognized the need for an integrated view of its customers and more robust CRM functionality. Initially, it wants to add precision to Web marketing efforts, identifying who its passengers are, the purpose of their trips and the nature of their interest in particular destinations. With this improved insight, ATA will be able to better personalize its services, leading to improved customer service, increased revenue and reduced costs.

"Teradata is a worldwide leader in relationship technology," said Bob Ellison, ATA director of e-Business and Network Services. "ATA will benefit tremendously from the information and insight this system will provide about our customer base, so we can better personalize and improve the quality of service we offer."

ATA chose Teradata because of its need to access critical information without delay and Teradata's ability to provide a flexible technology framework, on which ATA can grow and find value. With its purchase, ATA becomes the first U.S. airline to implement the Teradata Travel LDM, which will provide the foundation for future data warehouse expansion as new solutions are added. The resulting integrated view will allow ATA to look at customer data that has been traditionally housed in stand-alone operational systems or disparate data marts.

"Airlines at every level are realizing that the timely access to information that Teradata provides is critical to their success," said Brendan Hickman, vice president of travel and transportation for Teradata. "The recent surge in our airline business from new and existing customers, both domestic and international, demonstrates that the industry finds quick, measurable value in the solutions that Teradata offers. We are very pleased that ATA has chosen Teradata to achieve success in gaining a single view of its business and of its customers."

About ATA

Now in its 29th year of operation, ATA is the nation's 10th largest carrier based on revenue passenger miles flown. ATA offers significant scheduled service from Chicago-Midway and Indianapolis to over 40 business and vacation destinations. Since May of 2001, ATA has taken delivery of 22 new Boeing 737-800 and eight Boeing 757-300 aircraft giving it the youngest, most fuel-efficient scheduled fleet among the major carriers. Stock of the Company's parent company, Amtran, Inc., is traded on the NASDAQ stock market under the symbol "AMTR."

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 30,300 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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