



Teradata and OmniChoice Partner to Provide Rate Plan Optimization; Companies help consumers, telcos combat churn with choice

January 13, 2003 at 10:35 AM EST

DAYTON, Ohio--(BUSINESS WIRE)--Jan. 13, 2003--Teradata, a division of NCR Corporation (NYSE:NCR), and OmniChoice, Inc., a leading provider of sales and retention decision-aid applications, today announced a partnership agreement. The two will jointly market a rate-plan optimization package to address the problem of customer churn, which is a multi-billion dollar issue for the telecommunications industry. According to Yankee Group research, 31 percent of customers churn because they are offered a better deal from another provider.

"Leading telecom providers are faced with the overwhelming economics of customer churn, retention and acquisition. Acquisition costs are staggering - five to ten times as much as retention costs. The Teradata/OmniChoice rate-plan optimization solution helps telecommunications companies combat churn with choice by enabling both business users and consumers to select the most cost effective plan from a range of options, one that is tailored to their individual needs," said Jack Knapp, vice president of communications industry marketing at Teradata.

Targeted to communications service providers of wireline, wireless, broadband, and cable/satellite services, the solution marries Teradata's powerful analytics, customer relationship management software and Communications Logical Data Model with OmniChoice's OmniOptimizer to deliver a powerful end-to-end solution. The combination of Teradata's analytic engine and OmniOptimizer enables telecommunications providers to continuously analyze high-value customers and ensure they are on the optimal plan. The solution increases retention and additional sales through proactive product and plan optimization across all customer channels, including call center and outbound marketing, and enables service providers to proactively target customers based on specified criteria.

"Teradata's unique ability to create a single, comprehensive view of each individual customer by gleaning relevant information from multiple data sources - billing database, customer database, call-detail records and more - makes it the perfect platform for OmniOptimizer," said Scott Snyder, president and chief executive officer of OmniChoice. "Our products provide a natural complement to Teradata's single view of the customer, which allows us to jointly offer service providers a solution to proactively address churn and upsell."

About OmniChoice

OmniChoice, Inc., based in Philadelphia, PA, is a leading provider of decision aid and analytics applications which increase the profitability of communication providers and other providers of complex services through more intelligent interactions with their customers. OmniChoice's core technology has broad application across any industry that involves a complex purchase decision. OmniChoice's solution is available as a hosted solution or licensed software application. OmniChoice clients include some of the leading telecom providers. For more information, visit www.omnichoice.com.

About Teradata Division

Teradata, a division of NCR Corporation (NYSE:NCR), is the global leader in enterprise data warehousing and enterprise analytic technologies and services. For more information, visit www.teradata.com.

About NCR Corporation

NCR Corporation (NYSE:NCR) is a leading global technology company helping businesses build stronger relationships with their customers. NCR's ATMs, retail systems, Teradata(R) data warehouses and IT services provide Relationship Technology(TM) solutions that maximize the value of customer interactions. Based in Dayton, Ohio, NCR (www.ncr.com) employs approximately 30,500 people worldwide.

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