Leading Companies Consolidate 400 Disparate Data Marts into Teradata Enterprise Data Warehouses

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Economies of Scale Push Consolidation Trend; Companies Eliminate Cost, Gain Competitive Advantage with "Big Picture"

Signaling a trend in business intelligence, Teradata, a division of NCR Corporation (NYSE:NCR), announced the success of its Data-Mart Consolidation Program, with its customers consolidating more than 400 disparate Oracle, IBM DB2 and Informix data marts into Teradata enterprise data warehouses. Data marts are analytical systems designed to address limited business needs, but they do not provide an integrated view of enterprise information.

"The rapid acceptance of data-mart consolidation is a direct result of corporate initiatives to boost operational efficiency and cost savings. We are definitely seeing a trend as companies are realizing unexpected successes when they move away from data marts that cost them money to the Teradata data warehouse that makes them money," said Vickie Farrell, vice president of Teradata warehouse marketing.

With an individual data mart costing an average of $1.5 million to $2 million annually to support and maintain, companies are realizing net gains of several million dollars per year through consolidation initiatives and applying the savings towards innovative analytical goals. Data-mart consolidation enables companies to eliminate redundant costs while gaining economies of scale on their business intelligence investments.

"Enterprises can achieve tremendous economies of scale by consolidating and integrating data marts," said Bob Moran, research vice president and managing director, Aberdeen Group. "Those who dismiss data-mart consolidation as only theoretically valuable would do well to talk to Teradata customers. Teradata has proved that its strength manifests itself in not only executing the consolidation, but also in developing and applying Business Impact Models that forecast the financial returns of the project."

Announced in December 2001, the Teradata Data-Mart Consolidation Program delivers operational efficiencies that directly improve the bottom line. More importantly, it contributes to overall business success. Many of today's leading organizations credit their success to the development of an integrated, enterprise-level data warehouse.

Included among the more than 400 consolidated data marts are Teradata customers who have merged two or more disparate data marts into one Teradata enterprise data warehouse, eliminating Oracle, IBM DB2 or Informix systems. This number does not include the many completed migrations where only one of the competitors' databases has been replaced by one Teradata data warehouse, nor does it include the many data marts currently in the process of consolidation.

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 30,100 people worldwide.

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