



Teradata Introduces the Enterprise Data Warehouse Roadmap; New Visual Modeling Tool Helps Companies Maximize Value of Data Assets

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SEATTLE, Sep 24, 2003 (BUSINESS WIRE) -- Teradata, a division of NCR Corporation (NYSE:NCR), today announced a pioneering visual tool, the Teradata(R) Enterprise Data Warehouse (EDW) Roadmap. The roadmap helps companies maximize their return on investment in data warehousing by graphically depicting what additional applications, business questions and key performance indicators (KPIs) can benefit from leveraging a company's data in many ways beyond the original purpose.

"We can help a company better capitalize on their existing data by identifying how it can be utilized in new or different ways to provide additional value at little or no additional cost," said Bob Fair, chief marketing officer of Teradata. "With a data-mart approach, companies transform data for one application in a departmental data mart and then transform the data repeatedly for other applications and uses. This is costly, time-consuming and totally unnecessary."

Teradata is promoting the EDW Roadmap as a "transform once, use many times" capability, showing how existing data can be re-used by other departments, speeding time-to-market while reducing costs. For example, data loaded to support a customer retention application in the marketing department may have 100 data attributes or elements of which 60 percent can also be used by the revenue assurance department to support a revenue assurance application. The EDW Roadmap tool graphically depicts which KPIs and business questions posed by revenue assurance can be addressed by the marketing department's data. This enables the revenue assurance department to develop an application without having to start from scratch.

"Following the EDW approach, each application and data element builds upon the foundation, eventually getting you to the point where you don't have to spend time transforming data any more. You can spend your time getting value from the data. All of the necessary data to support hundreds if not thousands of applications can reside in one place, easily accessible by those who need it," said Fair.

"A capability that helps companies build a single view of the enterprise and eliminate unnecessary costs associated with repeated harvesting and cleansing of data is extremely valuable," said Sanjay Mewada, director of telecom software strategies for The Yankee Group. "There is a real need for tools that would help companies access all centralized, relevant data across the enterprise, regardless of the functional areas, and align their tactical information needs to the larger business priorities and goals. It would eliminate the stovepipe approach to accessing data and, most importantly, get the IT people and the business users focused on connecting their individual pieces to the broader company strategy," said Mewada.

The EDW Roadmap is available for all of Teradata's primary industries including finance, communications, retail, manufacturing and travel and transportation.

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 29,500 people worldwide.

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