



Teradata is the First to Automate the Most Difficult Data Mining Tasks; Teradata Warehouse Miner 4.0 Provides Data Mining Innovations with Enhanced Consulting Services

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CHICAGO & PARIS, May 3, 2004 (BUSINESS WIRE) -- Teradata(R), a division of NCR Corporation (NYSE:NCR), introduced Teradata(R) Warehouse Miner 4.0 data mining software along with enhanced data quality consulting services. Teradata is the first vendor to significantly automate the most difficult and time-consuming tasks of analyzing and preparing the data for data mining and data quality analysis, which enables businesses to drive a higher return on investment from the enterprise data warehouse.

Teradata has incorporated best practices captured from its data mining consultancy into Teradata Warehouse Miner, a powerful tool used to mine the world's largest data warehouses. The latest version, Teradata Warehouse Miner 4.0, contains two major innovative enhancements.

The first innovation significantly automates the generation of data for analysis, commonly referred to as the analytic data set. Teradata Warehouse Miner is able to analyze the entire data warehouse for specific relevant data elements and prepares them for analysis. The second enhancement offers built-in intelligence, which creates profiling capabilities that automate key data-assessment steps that identify patterns and anomalies in data.

"Selecting, profiling and preparing data is the most difficult and resource-intensive part of data mining," said Vickie Farrell, vice president of Teradata warehouse marketing. "Pushing ahead of the competition, Teradata has found new ways to automate steps within the analytic data set creation by incorporating many new data mining components into Teradata Warehouse Miner 4.0 to make the data mining process easier while shortening the development and deployment cycle."

In addition to data mining software, Teradata has enhanced its data quality consulting services by incorporating data mining techniques that profile data within the database. Teradata customers' in-house data quality analysts can also utilize these data mining techniques to profile their data to validate business assumptions against their data and identify data inconsistencies. Profiling enables businesses to identify and resolve a wide range of data quality issues including: eliminating duplicate records, identifying missing data, validating data accuracy, verifying the format of data and identifying unrelated outlying data that may skew an analysis. Teradata Profiler leverages in-database, parallel processing techniques allowing the analysis of data directly in the database, eliminating the cost of data movement.

An innovative retail Teradata customer recently managed to convert a break-even target marketing campaign into a \$1.6 million monthly profit by leveraging Teradata Warehouse Miner technology and Teradata Professional Services to identify incomplete and duplicate customer records which resulted in excessive mailing costs. By improving the quality of customer data and supporting multiple campaigns over a two-year period, this company was able to drive a total return on investment of over \$54 million.

Successful data quality analysis and data mining are best performed within a single integrated warehouse where businesses can run a high-performance, thorough review of all data, not just a sample that may offer misleading clues to customer behavior and business operations. Teradata's integration of data mining and data quality analysis within a centralized data warehouse streamlines these processes and makes it possible to analyze and mine large volumes of data in parallel for improved accuracy and speed.

"With global companies operating 24 hours a day, seven days a week, there is literally no time available for traditional data warehouse technologies to solve data quality issues. The speed at which a business can cleanse, transform and absorb data into a warehouse is critical to the company's success," said Michael Gonzales, president, The Focus Group.

Teradata Professional Services consultants have the expertise to identify quality data problems, help executives understand the inherent business problems affected by sub-par data quality, and develop a comprehensive action plan for data quality improvement. Teradata consultants are dedicated to helping businesses leverage the benefits of data quality and data mining to achieve tangible results. The expertise of Teradata Professional Services has evolved from working with many of the world's most successful companies.

"Teradata's innovative data profiling capabilities coupled with the world-class data warehousing consultancy and partnerships with industry-leading data quality vendors make the Teradata data quality solution the best and most comprehensive in the industry," said Farrell.

About Teradata Division

Teradata, a division of NCR Corporation (NYSE:NCR), is the global technology leader in enterprise data warehousing, analytic applications and data warehousing services. Organizations around the world rely on the power of Teradata's award-winning solutions (www.teradata.com) to get a single, integrated view of their business to enhance decision-making, customer relationships and profitability.

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 and help organizations create a stronger competitive position. Based in Dayton, Ohio, NCR (www.ncr.com) employs approximately 28,900 people worldwide.

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