Xinjiang Telecom Implements Teradata(R) Warehouse for its Business Analysis System; First Phase of Centralized Data Platform Deployed, Improving Data Quality for Business Decision-Making and Marketing Re-Engineering

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BEIJING, Apr 24, 2006 (BUSINESS WIRE) -- Teradata, a division of NCR Corporation (NYSE:NCR), announced today that Xinjiang Telecom Co Ltd (Xinjiang Telecom) has successfully deployed the first phase of its business analysis system based on a Teradata data warehouse. The centralized data platform provides powerful support to Xinjiang Telecom's decision-making and marketing re-engineering initiative.

As a key development area in China's western belt, the Xinjiang Uygur Autonomous Region has been seeing rapid growth in recent years, especially within its telecommunication industry, which has achieved strong above-GDP growth. For example, the number of telephone users in Xinjiang is the largest among all 12 of China's western provinces. However, compared with other provinces, Xinjiang faces disadvantages such as a lower economy and a smaller population.

Despite these economic challenges and fierce competition in the industry, Xinjiang Telecom, part of the China Telecom group, is a leader in the Xinjiang telecommunication market. The company has performed well in recent years and aims to become the best-in-class integrated information service provider by maintaining and strengthening its competitive advantages in the market.

In order to increase the efficiency and quality of its decision-making process and to improve its targeted marketing capability, Xinjiang Telecom decided to build a data warehouse system in April 2004. After careful evaluation, Xinjing Telecom selected Teradata's data warehouse and data mining technology to build a single data platform.

With the completion of the first phase, Xinjiang Telecom has integrated data across the province to provide a customer-centric, single view of its business. The data warehouse also enables the automation and central management of data extraction, transformation and loading (ETL). As a result, the company's data quality has been greatly improved, enabling data mining initiatives for acquisition and retention of customers such as customer segmentation and churn management. These data mining projects effectively support Xinjiang Telecom's development of targeted marketing campaigns for its local networks.

"Due to the solid foundation of the data warehouse built in the first phase, we believe that Teradata data warehouse will deliver tremendous value to Xinjiang Telecom as more applications are deployed in 2006. It will become the engine for our marketing initiatives," said a spokesman for Xinjiang Telecom. The successful results of Xinjiang Telecom have been shared with other business units within China Telecom Group and well-received by its headquarters.

According to Simon Yang, general manager of Teradata's Centers of Expertise in Greater China, "Xinjiang Telecom paid much attention to data quality during the process of building its data warehouse. This provides a solid foundation for applications deployment in the future. It will provide Xinjiang Telecom with powerful support for enterprise decision-making."

Xinjiang Telecom's business analysis and decision-support system completed its first-phase acceptance test on March 10, 2006. The preliminary test of the second phase is expected to be completed by the end of June.

About Xinjiang Telecom Co Ltd

Xinjiang Telecom Co Ltd, a provincial enterprise of China Telecom, includes 16 branches in cities and 83 branches in towns. Its main businesses include national fixed-line networks and equipment (local WLAN circuit), voice, data, pictures and multimedia communications and information service based on fixed networks. Xinjiang Telecom provides communications, information and related services such as system integration, technology development, technology services, information consulting and equipment manufacturing, sale, design and implementation.

For more information about Xinjiang Telecom, visit: http://www.xjtelecom.com.cn/

About Teradata Division

Teradata (www.teradata.com), 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 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 Teradata(R) data warehouses, ATMs, retail systems, self-service solutions 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 28,200 people worldwide.

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