



## **New Teradata Retail Advanced Business Analytics & RFID Lab Delivers Insight from Enterprise or RFID Data; Learning Lab Addresses Critical Management Issues Retailers Face**

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DAYTON, Ohio, May 24, 2006 (BUSINESS WIRE) -- Teradata, a division of NCR Corporation (NYSE:NCR), has established an advanced analytics lab specifically for retailers and consumer goods companies where information on the most important facets of their operations can be discovered. The lab also analyzes data captured by radio frequency identification (RFID) applications across the supply chain.

The new Retail Advanced Business Analytics & RFID Lab is housed at the Teradata Benchmark Center in Rancho Bernardo, Calif. The lab demonstrates to retailers and consumer goods companies how their data can be used in innovative ways to derive incremental business value. Focal points at the lab include deep analytics, predictive modeling, data mining, and RFID data analysis. Analytical results are presented using data visualization technologies.

"The lab is dedicated exclusively to addressing the everyday business management issues faced by retailers. Our customers recognize that the ability to find connections between detailed-level data gives them a competitive advantage," said Bill Franks, Teradata director of retail analytics.

Teradata is currently inviting retailer and consumer goods companies to partner in breaking new enterprise intelligence ground in the Retail Advanced Business Analytics & RFID Lab. "Teradata will help scope targeted projects of four to eight weeks in length that help companies explore new areas of data analysis," Franks said.

For more information about the Teradata Retail Advanced Business Analytics & RFID lab, visit [www.teradata.com/RFIDlab](http://www.teradata.com/RFIDlab).

### About Teradata Division

Teradata ([www.teradata.com](http://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) that maximizes the value of customer interactions and helps organizations create a stronger competitive position. Based in Dayton, Ohio, NCR ([www.ncr.com](http://www.ncr.com)) employs approximately 28,400 people worldwide.

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