



## **Companhia de Telecomunicacoes de Macau S.A.R.L. Deploys Teradata(R) Enterprise Data Warehouse**

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Business Editors

HONG KONG--(BUSINESS WIRE)--Oct. 4, 2006--Teradata, a division of NCR Corporation (NYSE:NCR), has announced that Companhia de Telecomunicacoes de Macau S.A.R.L. (CTM) is deploying a Teradata enterprise data warehouse (EDW) solution, with the first phase of implementation now under way. The system will provide CTM with an integrated, stable and scalable data warehouse platform, enabling the company to derive business value from its historical data and to respond to market needs in real time.

With the Teradata EDW, CTM will further strengthen its position as a modern information services provider. The system will provide the company with a single view of its business for customer data and more time to focus on data analysis instead of data manipulation.

Macau's only full-service telecom provider, CTM is a world-class communications company that continues to play a major role in the ongoing development of Macau's infrastructure. Teradata will help CTM to collect, extract, load and clean its data and integrate it into a single EDW. CTM's management and technical staff will be able to search the data warehouse in real time to detect business trends. The company will also deploy a data-quality audit module to identify and correct errors, resulting in a continual improvement in data quality.

"CTM is committed to strive for perfection for all our telecommunications products and services by continually expanding our already impressive technological capabilities," said Phil Green, chief executive officer of CTM. "As competition within the market sector becomes ever more intense, CTM will continue to invest heavily in improving both network quality and customer service levels. To help us achieve this, we need to set up customer-oriented business data and processes so that we can respond rapidly to changing market demands. The EDW and the associated analysis software will be the enabling foundation and tools. Initially the EDW will hold a year's data, which can be extended to two years in the future.

"We selected the Teradata data warehouse solution because of the company's experience in the international telecom market, including specific expertise in telecom carrier organizations and their data structures. This will really help us to solve business issues and empower us to meet market challenges."

The CTM EDW, with an initial size of 1.1 terabytes of user data, will allow some 60 end-users from across the company to have easy access to the powerful system, including the senior management who will use key performance indicators generated from the system to monitor and manage the company's business. The marketing team will be able to analyze customer behavior and preferences to support marketing campaigns and reduce churn, and the data analysis team expects to integrate data easily from all sources and support other teams' decision-making.

"Based on Teradata's high-performance, linearly scalable data warehouse platform, together with our successful experience with global telecom companies and our strong support team, Teradata has designed a customized solution for CTM," said Stanley Lam, general manager of Teradata in Hong Kong and South China. "The solution has powerful functions, including analysis of key business factors such as customer growth, revenue, marketing, competition and major customers. It will also expand in line with the company's growth. The efficient, single-business view provided by the Teradata solution helped us to win the trust of CTM. Phase one of the project is going smoothly and is targeted for completion by December 2006."

About Companhia de Telecomunicacoes de Macau S.A.R.L.

Companhia de Telecomunicacoes de Macau S.A.R.L. (CTM) is a joint venture of the international telecommunications giants: Cable and Wireless, Portugal Telecom, CITIC Pacific and Macau Post. Formed in October 1981, CTM was charged with the task of improving telecommunications services in Macau.

Being the only full telecom service provider of Macau, CTM plays an important role in the development of the telecom infrastructure and strives to provide world-class telecom service to Macau which includes fixed telephony, mobile, Internet and enterprise solutions. With a solid financial base and an enviable track record for technical achievement, CTM has been continuously investing and renovating new telecom technology and basic infrastructure.

For years, CTM has been maintaining its leading position in the telecom market of Macau and became the best choice of Macau citizens. With its quality and diversified products and services, CTM is making every endeavour to cope with the Macau Special Administration Region Government's strategy to develop for the prosperity of Macau.

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. As a growing business, Teradata is always looking for outstanding talent. To learn more about Teradata career opportunities, visit [www.teradata.com/careers](http://www.teradata.com/careers).

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 29,300 people worldwide.

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CONTACT: Teradata Division  
NCR Corporation  
Keith Wiederhold, 937-445-9659  
[keith.wiederhold@teradata-ncr.com](mailto:keith.wiederhold@teradata-ncr.com)  
OR  
Teradata Division  
NCR Corporation  
Jennifer Liu, 886-2-2514-4543  
[jennifer.liu@teradata-ncr.com](mailto:jennifer.liu@teradata-ncr.com)  
OR  
Euan Barty Associates  
Tom Ho / Barton Chui, 852-2537-8022  
[tom@eba.com.hk](mailto:tom@eba.com.hk)

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