

# A Single View of Integrated Data

## Knowledge Is Power...

...said Francis Bacon, the famed English philosopher. Bacon, a gifted statesman during the era when the sun never set on the British Empire, knew that knowledge in the right hands at the right time could mean a decisive victory over the competition. In the same way, timely and accurate business information can help today's companies gain this knowledge advantage and win their own competitive war.

To turn corporate data into the kind of corporate knowledge that delivers true power, companies need a single view of their entire enterprise. Carefully integrated and analyzed, this data can boost operational efficiencies, reduce costs, and provide a financial windfall from new market opportunities.

Enterprise data warehousing has become the key to consolidating business data and turning it into enterprise knowledge – the raw material of power. With analytical applications anchored by enterprise data warehousing technology, information can be accessed and integrated, regardless of its originating transactional system. This means that businesses do not have to replace existing transactional systems to serve customers more effectively or gain greater business intelligence.

Teradata, a division of NCR, is the global leader in enterprise data warehousing and business analytical applications, delivering best-in-class technology and experienced data warehousing expertise to the world's most successful companies. Teradata helps its customers make better, faster decisions

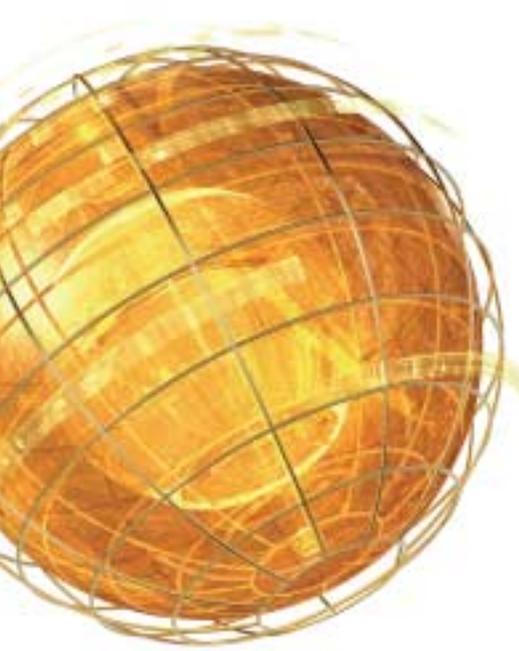
by providing the analytical solutions needed to turn data into income by prioritizing business improvement opportunities.

## Enterprise Data Warehousing

### A Business Imperative

As companies face ongoing demands to grow and prosper, business decision makers search for new and effective ways to expand their organizations. Some companies rely on diversifying products and services, while other businesses devise integrated marketing strategies to increase traffic to their business.

To provide superior performance, many businesses today are shifting to an enterprise data warehouse (EDW) environment. By using an EDW, corporate users can identify business opportunities and respond to business issues, identify inefficiencies,



**“We wanted to build a true enterprise data warehouse that integrated data from all over the company. We already had Teradata in-house and when we looked at the marketplace and the things we got from Meta Group and Gartner and other people, Teradata was the obvious choice for growing our airline with big needs. We needed a partner who could grow along with us.”**

– Senior Manager EDW, Southwest Airlines

You've never seen your business like this before.

**Teradata**

a division of  NCR

# A Single View of Integrated Data

and highlight process improvements across departments. For example, in Customer Management, a CMO using the EDW can see and understand customer behavior, customer profitability, and trends to better tailor campaigns for cost-effectiveness and personalization. In Asset Management, CFOs can use the EDW to help them comprehend asset use, product profitability, and trends so they can better manage fixed and variable assets. And the Supply Chain VP can increase service levels and reduce inventory levels with an accurate view of demand and the synchronization of supply to meet that demand.

Companies using an EDW can better evaluate the value of customers and the effectiveness of suppliers and business partners based on profit and not just revenue. In addition, an EDW makes it easier for companies to satisfy the accountability and reporting demands of market regulators, stockholders, security and privacy, and legislation such as Sarbanes-Oxley and Basel II.

## Data Mart Consolidation – Eliminating Inefficiency and Costs

Not long ago, data marts seemed like a reasonable approach. They had the promise of quicker implementation to business intelligence in specific areas, and each mart didn't require much IT support. But time has proven the promise of quicker and

cheaper implementations not to be true, and data marts have become part of a bigger problem – application of data and effort. Ten years and millions of dollars later, we know that data marts are limited, inefficient, expensive, and difficult to maintain.

In fact, the cost of maintaining and synchronizing redundant data on multiple systems has become staggering. Research shows that 59 percent of companies maintain up to 30 data marts – each costing \$1 million to \$2 million annually to maintain.

In many cases, the databases don't have the power and scalability to handle more than a single department's data. As a result, costs multiply exponentially.

In contrast, companies that have consolidated their data marts into a single Teradata® Warehouse have saved millions per year in licensing, maintenance, and personnel costs. Research has shown that consolidating data marts into a single Teradata Warehouse can save between \$350,000 and \$1.4 million per consolidated mart.

## Some of the Industries We Serve

**Teradata customers include some of the world's most successful enterprises:**

### Retail

Big Lots  
eBay  
Gigante  
Matsuya  
Office Depot  
Overstock.com  
Tesco  
Wal-Mart

### Manufacturing

3M  
Ford Motor Company  
Fuji Photo Film

### Financial Services

Bank of America  
Bank of China  
Barclay's  
Union Bank of Norway

### Travel

Air France  
British Airways  
Continental Airlines  
Delta Air Lines  
Lufthansa  
Southwest Airlines

### Insurance and Healthcare

Anthem  
Highmark  
LIC  
Nationwide

### Transportation Logistics

BNSF  
Czech Post  
DHL  
FedEx

### Communications

Polkomtel  
SBC  
Telstra  
Vodafone

### Government

State of Iowa  
State of Missouri

### Media and Entertainment

Harrah's  
Entertainment  
MGM  
Penn National Gaming

You've never seen your business like this before.

**Teradata**

a division of  NCR

# A Single View of Integrated Data

## Teradata Delivers Real ROI

### Ford Motor Company

In 1993, when Ford Motor Company came to Teradata, the multi-billion-dollar global automotive leader had the simplest of objectives: help us save money. Focused on helping Ford do just that, Teradata has developed an evolving technology strategy that has sustained Ford for more than 10 years, and has not only saved money, but has provided measurable ROI in other key areas of the organization.

While Teradata works with many areas within Ford, one of the most significant projects resulting in best-class ROI is in supply chain management. Previously, more than 7,000 dealers and 2,000 suppliers were working on fragmented supply chain management systems, which allowed for a limited view, at best, of the nearly 900,000 SKUs that are part of the Ford family. Teradata was able to integrate supply chain data with the EDW with continuous updates, as well as use event-based and predictive analytics for demand planning. The results? Inventory costs were reduced by 20 percent, overall supply chain cycle times were reduced by one-third, customer service increased 20 percent due to a 20 percent reduction in backorders, and there was a 40 percent improvement in the ability to replenish. Ford has said that the system paid for itself five times over in six months.

### Continental Airlines

Continental Airlines' Worst to First Initiative is an industry legend. Ranked last in every key metric since 1994 and unprofitable since 1984, it was time for the airline to fly high or remain grounded. Many of Continental's problems were caused by old or incomplete data. As its first step, Continental implemented a Teradata Warehouse solution.

By integrating real-time data and historical data from 40+ disparate operational systems, Continental had access to information it never had before. Critical situations could be analyzed and addressed as they occurred by the front-line employees. High-value customers were more quickly identified and treated accordingly. Flight delays and rebooking connections were handled quickly. Logistical and operational issues were resolved on the spot.

The results have been stellar. Continental moved from worst to first. More than 1,000 percent ROI was achieved. \$250 million in total cost savings and incremental revenue was generated during the first five years, along with \$20 million cost savings in capital and \$15 million in recurring data center costs. Continental also enjoyed savings of \$31 million annually for business operations.

## The Teradata Warehouse

### The Global Leader

The scalability of a Teradata Warehouse allows companies to build an EDW that covers all aspects of their business including customer service, sales, marketing, finance, operations, HR, manufacturing, and more. This information can easily be compared, shared, and used wherever needed for business insight and intelligence throughout an enterprise. With this information at their fingertips, business users have the knowledge to make better decisions faster, take action at the point of contact or service, and ultimately help boost their company's bottom line. That enterprise knowledge is power.

For more than 25 years, Teradata has been delivering world-class data warehouse solutions that help companies make better business decisions faster, outperforming the competition. One of the reasons Teradata is so far ahead of the competition is due to the comprehensiveness of its warehouse solution which combines Teradata's high-performance parallel database technology, a full suite of data access and management applications, robust data mining capabilities, world-class scalable hardware, and the most experienced data warehousing consultants.

You've never seen your business like this before.

**Teradata**

a division of  NCR

# A Single View of Integrated Data

## The Logical Data Model Approach – Defining Business Needs

Because no two businesses are alike, a company's EDW must be designed to reflect the unique data requirements of that business. To assist, Teradata has developed industry-specific logical data models (LDMs) for industries, including financial, travel, manufacturing, communications, and retail, that help companies model their unique data warehouse needs.

Because they are industry-focused, Teradata LDMs can be used as an entry point for companies starting fresh or as a validation

and double-check on modeling work that has already been done. Here are examples of three LDM subject areas:

- > Interest income is an important revenue component driving financial businesses, so the financial industry LDM has relationships defined around rules that determine what interest is charged to customers and when the revenue can be recognized.
- > Network billing analysis is a key capability to enable communications businesses to collect revenue. The communications industry LDM contains attributes about the network so a company knows when a customer

uses a particular product or service and provides information about the equipment used to provide those services.

- > Market basket analysis is necessary for retailers to understand revenue potential, so the retail industry LDM is designed to understand things such as customer purchases of complementary goods and how product location within stores can influence purchasing.

To help a business build an enterprise data warehouse customized for their company, the LDM can be customized by our expert business consultants to reflect its unique operations and strategic needs.

## Teradata Business Impact Assessment

Justifying the value of a business technology investment to senior management is essential to getting buy-in. To support business decision makers in making the case for an EDW investment, Teradata designed the Teradata Business Impact Model (BIM) – a patented methodology that conservatively projects and measures ROI in a report that details the estimated costs of acquiring technology from Teradata, as well as the business benefits it will deliver. Developed internally, through years of research, and tested with some of the best companies in the world, the BIM forecasts the impact of direct costs, reductions in indirect costs through new operating efficiencies, increased cash flow, mitigation of risk, and the likely business value of improved margins and/or sales volumes.

The BIM analysis provides an objective business evaluation with tailored results derived from each company's specific information. BIM results can be an eye-opener. For example, one customer discovered that it could save more than \$40 million by consolidating its data marts. With more than 100 BIM assessments completed to date, Teradata has met or exceeded ROI estimates for all of those clients.

## Analytical Applications

### Running Business Effectively

Many poorly performing business functions can be traced to under-informed decisions, actions, and communications. Yet, most companies are saturated with data, surrounded by technology, and steered by knowledgeable experts. What can Teradata do to help people make better decisions and turn knowledge into business power?

Building an EDW, a single source of integrated enterprise-wide data, is a prerequisite to making good decisions, but not the only technology. Powerful business analytical applications can help business users to extract knowledge to

You've never seen your business like this before.

**Teradata**  
a division of  NCR

# A Single View of Integrated Data

## Teradata Customer Management

Teradata helps you better understand customer behavior and communication preferences so you can create and run personalized campaigns across multiple channels with exactly the right offer or reaction at each step for each customer. By driving holistic customer intelligence that ensures consistent brand experiences across all channels, Teradata solutions anticipate the needs of your customers and deliver relevant value propositions and the most credible customer intelligence to business users fingertips.

By enabling you to analyze an individual customer's interaction with point-of-contact devices such as ATMs, kiosks, and web sites, Teradata provides a true, comprehensive customer view.

By offering tightly integrated application software with this data, your entire organization can respond to individual customer needs in the most relevant and meaningful way, ensuring significance that addresses those needs, when it's important to them.

This means you can communicate when the opportunity is greatest to build or retain value for your company. In addition, you'll understand how each customer interacts, which channels each one prefers, and which approaches are most effective, and then optimize for the most effective combination.

The Teradata Customer Management solution framework is organized around critical analytic driven capabilities in the customer management process: Customer Analytics, Dialog Management, and Interaction Management, with comprehensive Optimization and Marketing Resource Management (MRM) capabilities available to increase the efficiency and effectiveness of the entire marketing process. This means more insights per unit time, more targeted campaigns per unit time, and commensurately higher payoffs as consumers react more positively to customized offers and remain more loyal.



**“With Teradata CRM, business users are able to get rapid insight into customer behavior and drive proactive, two-way communications.”**

– Campaigns consultant,  
British Airways

effectively allow businesses to drill through into the pertinent detailed data to view and report information required by the applicable business process.

Teradata provides analytical applications that can assist you with your specific business needs. Teradata builds analytical applications, we partner with other vendors to create applications, and we provide the technologies for business users to write their own applications.

## Teradata Customer Management – Optimizing Customer Relationships

Effective customer relationship management (CRM) enables companies to deliver timely, personalized customer communications via the appropriate channel. Successful CRM delivers up-to-the-minute analytical intelligence to the channels instantly. Armed with this level of customer information, customer service reps will know when a customer is ready to be engaged and what message is most appropriate to offer.

The most effective customer solution involves right-time communications driven by analytical intelligence from an EDW. The purpose of a CRM solution is to get and keep customers, while giving users the power to:

- > Understand the value of customer relationships to (better anticipate the migration of customer assets) grow wallet share and profitability over time.

You've never seen your business like this before.

**Teradata**

a division of  NCR

# A Single View of Integrated Data

- > Improve the ability to evaluate and use every customer interaction as an actionable marketing opportunity – with automated, rules-driven lead management.
- > Cultivate highly relevant and profitable dialogues with customers across all channels, for better strategic brand and customer equity management.
- > Align business resources and customer communications for effective campaign execution that balances customer expectations and company objectives.
- > Master sophisticated multi-step and event-based marketing and know when customers are most receptive to offers and messages.

## Teradata Profitability Analytics – Driving Customer Profitability

Successful executives know that to make effective business decisions they must understand the variables that affect their profitability. Before allocating resources to a new business initiative, it's imperative to understand precisely how the strategy will deliver value to the bottom line.

If the trend of a company's financial statements suggests the need to implement new strategies, it's essential to know who the most profitable customers are and why. If campaign measurements are only based on general ledger and product-based models, the business is relying on approximations. To make the most effective

decisions, management really needs visibility to costs and revenues at the transactional level.

To attain this level of understanding, companies need profitability measurements based on the details of actual behavior – a centralized and consistent profitability model with views across multiple dimensions. Teradata Profitability Analytics helps businesses determine the financial value of all relevant cost and profitability drivers – including customers, products, channels, or lines of business. Armed with this level of insight, you can focus scarce resources on your most profitable customers and products, maximizing business and shareholder value.

## Some Teradata Awards

**Gartner** – Teradata customer, Continental Airlines won the 2005 BI Excellence Award.



**TDWI** – Teradata customer, sunrise TDC Switzerland AG won the 2005 Best Practices in Data Warehousing Award in the CRM category.



**Intelligent Enterprise Magazine** – named Teradata the leader in customer intelligence and one of the most influential global technology providers.



**ComputerWorld** – Teradata customer, Hospital Corporation of America, Inc. (HCA) won 2005 Best Practices in BI in the subcategory of Creating a BI Vision and Strategies for Improved ROI.



**Frost & Sullivan** – selected Teradata for Technology Leadership Award – CRM Analytics.



## Teradata Financial Management – Driving Business Value

The financial activities of today's corporations are more heavily scrutinized than ever before. Increased government regulations demand that financial reporting systems are transparent and that they support executives who are increasingly held accountable for the accuracy of results. To address these stringent demands and help senior management make effective business decisions, financial managers need a systems environment that not only manages the increasing flow of data, but delivers that information in a way that is timely, detailed, and comprehensive.

You've never seen your business like this before.

**Teradata**

a division of NCR

# A Single View of Integrated Data

The Teradata Financial Management solution enables companies to integrate data from financial operational systems and other legacy applications into one warehouse. In addition to providing a single, centralized view of your financial data, the Teradata Warehouse transforms it into actionable management information using a suite of business analytic and intelligence tools. Equipped with these capabilities, financial organizations can move beyond a controllership function and drive real business value.

Corporations leveraging Teradata Warehouses for Financial Management have seen benefits including:

- > Improved business decision-making, resulting in reduced expenses and improved cash flow
- > Increasingly efficient finance departments, symbolized by significantly shorter close processes
- > Proactive risk management

## Teradata Demand Chain Management – Predicting the Demand for Products

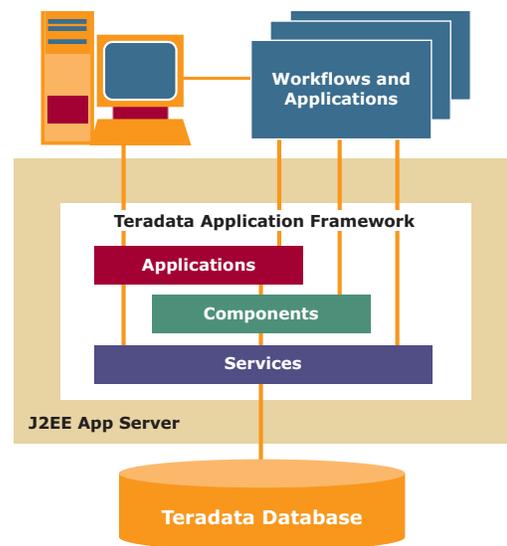
In today's sophisticated marketplace – where channels are as varied as the merchandise – Teradata Demand Chain Management is the application that helps businesses to figure out what needs to be moved through the supply chain. By enabling companies to accurately forecast by item and by location, taking into account seasonal and promotional effects, Teradata

## Teradata Application Platform

Teradata recognizes that many companies prefer to build instead of buy applications to gain a competitive edge. In addition to the five applications built on the Teradata Warehouse, we also offer the Teradata Application Platform. It helps companies with a Teradata Warehouse and a J2EE infrastructure build applications from components. The Teradata Application Platform:

- > Accelerates application development by providing Teradata optimized base service components such as user log in, authentication, query management and query persistence.
- > Fosters the development of analytic business components such as forecasting or customer segmentation. Reusing existing components enables applications to be built faster and more reliably.
- > Conforms to common Web services development standards, such as XML for data typing, UDDI registries for locating component descriptions, and SOAP messages, so developers can quickly build prototype applications to explore business problems.

The Teradata Application Platform saves businesses approximately 30 percent of normal application development time, provides a home for component development and reuse, and can significantly increase the value of your Teradata investment.



You've never seen your business like this before.

**Teradata**

a division of  NCR

# A Single View of Integrated Data

Demand Chain Management improves customer service levels while reducing inventory levels.

Relying on Teradata's industry leadership, many of today's top companies have used Teradata to improve their demand and supply chain performance, increase sales, improve customer service levels, reduce inventory levels, and improve their supplier relationships through enhanced visibility of product performance – down to the shelf level. Sharing information about product demand with strategic vendors ensures better product planning and category management, increasing sales for both the company and the vendor.

## Teradata Supply Chain Intelligence – Optimizing the Flow of Goods

Any successful business knows that a smooth flow of product calibrated to demand and honed to cost-effectiveness is a key component of competitiveness.

Supply chain optimization is essential for efficient order fulfillment, which in turn, shapes customer satisfaction and business credibility. Poor supply chain execution, on the other hand, can result in lost opportunities to maximize satisfaction, market share, and revenue.

Teradata offers a supply chain intelligence (SCI) solution that analyzes data supplied by planning and transactional systems and stored in the Teradata Warehouse. It provides informational output that explains what's happening across the entire supply chain, all the way down to the level of the individual item, process, supplier, or carrier. By knowing actual service levels and material movement status, and alerting users to changes as they happen, Teradata Supply Chain Intelligence enables decision makers to match delivery with changing consumption demands. As a result, companies can optimize the flow of goods and materials along the supply chain to the end customer, quickly and seamlessly.

## Teradata Services

### Teradata Consulting Services – Maximizing Business Value

In today's data-driven business environment, companies require more hands-on consulting expertise than ever before. It's no secret that far too many data warehouse programs fail to live up to expectations because some companies never develop a complete business intelligence plan before they begin their data warehouse projects. Experienced Teradata consultants can provide the foundation and support required to develop a flexible approach that leverages best practices and industry-leading consulting support.

Teradata consultants specialize in developing and coordinating all aspects of data warehousing strategy, design, and implementation to pinpoint the quickest path to ROI. This means data modeling, system architecture, application design, end-user training, and all other aspects of data warehousing are managed as components of a larger project.

### Teradata Support Services – Ensuring Business Success

Businesses today need a single source for their lifecycle support issues and assurances that their data warehouse will always run at top performance, ensuring the total Teradata investment continues to add dividends. Teradata Support Services provides companies with the power to take their data warehouse where they need to go, knowing that the data is available and

## Teradata Customers Are Leaders

- > **60% of the Top Most Admired Global Companies**
- > **80% of the Top Global Telco Firms**
- > **60% of the Top Global Airlines**
- > **50% of the Top Global Retailers**
- > **50% of the Top Transportation Logistics Firms**

Source: Fortune 2005 Global Rankings

You've never seen your business like this before.

**Teradata**

a division of  NCR

# A Single View of Integrated Data

protected. By offering 24x7 customer support, Teradata Support Services provides flexible service offers that adapt to each company's individual needs. Our exceptionally knowledgeable and experienced personnel understand exactly what is necessary to keep our customers delighted.

Teradata Support Services allows businesses to proactively focus on resolving problems before they become major issues that affect productivity – freeing their IT staffs to focus on their core job function.

## Teradata Customer Education

Maximize your Teradata investment with flexible training options from Teradata Customer Education. Cost-effective training delivered by highly experienced, certified instructors combined with a wide variety of delivery options is our formula for success. Our consultants can design an education plan to fit your company needs. Choose from traditional classroom training, customized training programs or our web-based learning community. Accelerate the ROI and increase user acceptance through Teradata Customer Education.

## Teradata Certified Professional Program

The Teradata Certified Professional Program is dedicated to advancing the knowledge and skills of Teradata customers and users. Our comprehensive testing and certification process validates technical abilities and assures that users have the tools they need to get the most from Teradata's powerful technology.

## Ten Reasons to Choose Teradata

- 1 Single View of Your Business**  
Giving you consistent, accurate information from a single, centralized source
- 2 Better, Faster Decisions**  
Providing you with the analytical capabilities to turn data into information, to make better, faster, more informed decisions
- 3 Enables Business Growth**  
Helping you grow revenue and profitability with solutions that grow right along with you
- 4 Proven Experience**  
A pioneering decision-support leader for 26 years, offering you a unique combination of built-in industry knowledge, global consulting and support services
- 5 Focus on Data Warehousing**  
Putting our experience to work to solve the analytical, decision-support issues that mean the most to you: data warehousing is what we do
- 6 Strong Customer References**  
Serving six of the top ten global airlines, five of the top ten global retailers, and five of the top ten transportation logistics firms with Teradata solutions
- 7 Industry Expertise**  
Understanding your challenges and unique demands, whether you're a retailer, manufacturer, transportation company, logistics business, financial institution, communications firm, government agency, travel company, or e-commerce player
- 8 Powerful Technology**  
Offering the most powerful, best-in-class technology built on a highly scalable, flexible architecture that can handle simple or complex queries, yet is easy to manage and use
- 9 Strong Partnerships**  
Partnering with leading software and system integrators to ensure you have the right tools and applications to leverage the power of your Teradata Warehouse
- 10 Full Suite of Services**  
From strategy and design through implementation and support, delivering the right people, products, and services to maximize the power and value of your Teradata investment

You've never seen your business like this before.

**Teradata**  
a division of  NCR

# A Single View of Integrated Data

Teradata.com

## Strengthening Our Leadership Position through Partnerships

Driven by a tradition of thought leadership and an unmatched commitment to excellence, Teradata has joined forces with a wide variety of leading companies, and continues to grow its Partner ecosystem to complement and strengthen the EDW solutions we offer our customers. Teradata has teamed with some of the world's leading technology consulting organizations and systems integrators, such as Accenture®, BearingPoint®, and Capgemini®, and has partnered with market leading technology and business solution vendors including Ascential®, BEZ® Systems, Business Objects®, Cognos®, Compudigm™, Fair Isaac®, GoldenGate®, Hyperion®, i2®, Informatica®, MicroStrategy®, Protegrity®, SAP®, SeeCommerce®, Siebel®, and TIBCO®.

In addition, Teradata partners with leading business schools (i.e. Duke's Fuqua School of Business, Northwestern's Kellogg School of Management, and Pennsylvania's Wharton School) to leverage the intellectual resources and networks of these academic channels, merge theory and practical business experience, and create unique

thought leadership/third party validation for the Teradata value proposition.

To emphasize Teradata's commitment to the future of enterprise data warehousing and analytics, Teradata created Teradata University Network, a comprehensive learning portal for university professors around the world who teach undergraduate and graduate courses on data warehousing, DSS/business intelligence and database.

Committed to building an international community whose members share ideas, experiences, and resources that include online access to Teradata SQL and software partner applications, such as Hyperion and MicroStrategy, the network has more than 900 registered users, with members from 455 university sites and 49 countries.

## Teradata Delivers the Technology Solutions that Power Global Enterprise Growth

Organizations around the world rely on Teradata's award-winning solutions to deliver a single, integrated view of their

businesses to develop the knowledge they need to make better decisions, enhance customer relationships, and help drive top- and bottom-line growth.

Teradata's reputation for delivering value to its customers through enterprise data warehouses is unprecedented. Companies that have invested in Teradata technology have shortened their close cycles, reduced overhead, managed expenses, reduced inventories, and provided managers with the information to make better business decisions faster. To these companies, Teradata helps them turn knowledge into power.

For more details about how enterprise data warehousing, the Teradata Warehouse, Teradata Database, analytic applications, and Teradata consulting and support services can turn knowledge into power for your organization, contact your Teradata representative or visit [Teradata.com](http://Teradata.com).

Teradata and NCR are registered trademarks of NCR Corporation. Accenture is a trademark of Accenture. BearingPoint is a trademark of BearingPoint, Inc. Ascential is a product of International Business Machines Corporation in the United States, other countries, or both. BEZ is a trademark of BEZ Systems. Business Objects is a trademark of Business Objects SA or its affiliated companies in the United States and other countries. Capgemini is a registered trademark of Capgemini, Incorporated. Cognos is a registered trademark of Cognos, Incorporated. Compudigm is a registered trademark of Compudigm, Incorporated. Fair Isaac is a registered trademark of Fair Isaac Corporation, in the United States and/or in other countries. GoldenGate is a trademark of GoldenGate Software, Inc. Hyperion is a registered trademark of Hyperion Solutions Corporation. i2 is a registered trademark of i2 Technologies, Inc. Informatica is a registered trademark of Informatica. MicroStrategy is a registered trademark of MicroStrategy Incorporated. Protegrity is a registered trademark of Protegrity, Incorporated. SAP is a registered trademark of SAP AG in Germany and several other countries. SeeCommerce is a registered trademark of SeeCommerce. Siebel is a trademark of Siebel Systems, Inc. TIBCO and TIBCO Software are the trademarks or registered trademarks of TIBCO Software Inc. in the United States and other countries. NCR continually improves products as new technologies and components become available. NCR, therefore, reserves the right to change specifications without prior notice. All features, functions, and operations described herein may not be marketed in all parts of the world. Consult your Teradata representative or [Teradata.com](http://Teradata.com) for more information.

© 2006 NCR Corporation Dayton, OH U.S.A. Produced in U.S.A. All Rights Reserved.

You've never seen your business like this before.

**Teradata**  
a division of  NCR