

# British Airways Chooses Teradata CRM for Campaign Management

Submitted by: Harvard Public Relations Ltd

Tuesday, 23 April 2002

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Executive Club members to receive increasingly personalized and targeted communication

LONDON – Teradata, a division of NCR Corporation (NYSE: NCR), today announced that British Airways has selected Teradata's customer relationship management (CRM) solution to improve analysis and implementation of marketing campaigns. The new system will replace the existing Chordiant solution and will enable British Airways to manage and strengthen customer relationships based on a complete, integrated and shared understanding of all interactions.

British Airways awarded the contract to Teradata after conducting a full evaluation of the return on investment expected from the implementation, which highlighted the quick returns the company is guaranteed to receive following the successful completion of the project.

In 2001, British Airways and Teradata announced the decision by British Airways to choose Teradata to consolidate its existing data-mart architecture onto a single, enterprise-wide scalable platform, which the Campaign Management solution will run on. In the initial phase of the project, British Airways will use the Campaign Management solution to analyze, understand, and then drive personalized, relevant and timely communication to Executive Club members through e-mail and direct mail. Further scope and phases of the project are already being evaluated.

"By working in partnership with Teradata, British Airways generated a strong business case for our campaign management solution that identified tangible returns on its investment within a tightly specified payback period. This utilizes our Integrated Customer Warehouse (ICW), which runs on the Teradata platform, and will greatly improve our customer communication capabilities," said Robert Thorne, head of customer analysis and insight at British Airways.

Dan Harrington, vice president for Northern Europe at Teradata, said, "British Airways' decision to choose Teradata, first for its enterprise-wide data warehousing platform, and now for its campaign management and marketing solution, is a testament to the company's vision and our superior solutions in these areas. We're really excited by the partnership, and look forward to working with British Airways."

About Teradata Division

Teradata, a division of NCR Corporation, offers powerful analytical solutions that help businesses drive growth. Teradata solutions include the Teradata database, and analytical applications for customer relationship management, operations and financial management, business performance management and e-business. To learn more about Teradata Division and its solutions, go to <http://www.Teradata.com> .

#### About NCR Corporation

NCR Corporation (NYSE: NCR) is a leader in providing Relationship Technology(tm) solutions to customers worldwide in the retail, financial, communications, manufacturing, travel and transportation, and insurance markets. NCR's Relationship Technology solutions include privacy-enabled Teradata(tm) warehouses and customer relationship management (CRM) applications, store automation and automated teller machines (ATMs). The company's business solutions are built on the foundation of its long-established industry knowledge and consulting expertise, value-adding software, global customer support services, a complete line of consumable and media products, and leading edge hardware technology. NCR employs 30,300 in more than 100 countries, and is a component stock of the Standard & Poor's 500 Index.

More information about NCR and its solutions may be found at <http://www.ncr.com> .

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For further information or to arrange to speak to someone about this release, please contact:

Mark Shepherd,  
Teradata Division  
NCR Corporation  
Tel: +44 1932 573597  
[mark.shepherd@ncr.com](mailto:mark.shepherd@ncr.com)

Simon Rothwell,  
Harvard PR  
Tel: +44 20 7861 3800  
[simon.rothwell@harvard.co.uk](mailto:simon.rothwell@harvard.co.uk)