

# TERADATA AND HYPERION TEAM TO DELIVER A TAILORED PROFITABILITY MANAGEMENT SOLUTION TO TERADATA® WAREHOUSE CUSTOMERS

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FOR IMMEDIATE RELEASE

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TERADATA AND HYPERION TEAM TO DELIVER A TAILORED PROFITABILITY MANAGEMENT SOLUTION TO TERADATA® WAREHOUSE CUSTOMERS

Solution Enables Greater Insights into Customer, Product and Channel Profitability for More Efficient and Strategic Profitability Management

SANTA CLARA, Calif. and DAYTON, Ohio – May 24, 2005 -- Hyperion (NASDAQ: HYSL), the global leader in Business Performance Management (BPM) software and Teradata, a division of NCR Corporation (NYSE: NCR), today announced the expansion of an existing partnership with the unveiling of a joint customer profitability management solution. The solution is ideally suited for companies that sell directly to consumers due to its capacity to grow exponentially and ability to support advanced profitability analysis.

This joint solution combines Hyperion's strength in analytics and reporting with Teradata's enterprise data warehousing (EDW) leadership to provide companies with a unique, cross-organizational view of customer profitability. This solution will provide businesses with the ability to develop and manage customer profitability models and analytics at any level of granularity – from the dashboard down to the underlying detailed data.

“Understanding why individual customers and products either add to or subtract from the bottom line and being empowered by that knowledge to make specific business decisions is key to strategic growth,” said Robert Blumstein, IDC Research Director, CRM analytics and marketing applications. “The joint profitability management solution being introduced by Hyperion and Teradata enables companies with large data requirements to efficiently gain insight into the key drivers and trends of the business – and improve decision making to effectively grow their business.”

The Hyperion® BI Platform, including Hyperion Essbase® and Hyperion Intelligence, in conjunction with the Teradata® Warehouse and Teradata's Value Analyzer application, delivers unlimited growth potential and profitability analysis at any level of detail – across millions of customer transactions and interactions. Augmented by Hyperion's expertise in financial reporting and analysis, businesses can quickly see where and how to better tailor customer treatments for appropriate customer service levels and higher profitability.

“As companies manage their operations to serve their customers, they require a detailed understanding of how the actions they take affect the drivers of profitability,” said John Dinning, vice president, Teradata Solutions. “This combined offering enables organizations to gain deep, customer-based financial insights that provide business managers the information they need to optimize their products, offers and how they interact with their customers.”

“Understanding and modeling customer profitability is fundamental to growth and thousands of customers rely on Hyperion and Teradata solutions daily to help them understand this vital component of their business,” said Rich Clayton, vice president of product marketing for Hyperion. “The insight Teradata customers will gain from this joint solution provides a strong foundation for strategic customer management and is highly effective for improving overall corporate profitability.”

The partnership between Hyperion and Teradata has been active since 2001, with both companies individually addressing the area of profitability management for many years. This joint solution further validates the two companies’ long-term commitment to delivering the most advanced customer profitability management solutions to the marketplace. Ongoing development between the two companies ensures that Hyperion’s products are tightly integrated and optimized for Teradata warehouse technologies. Specifically, the partners have collaborated for SQL optimization, greater support for hybrid analysis with Teradata through Hyperion’s Essbase Integration Services™ and two-way data movement between the Teradata enterprise data warehouse and the Hyperion BI platform – driving documented best practice enhancements.

Hyperion and Teradata will jointly market the solution across industries, with an initial focus on communications, banking and retail where customer profitability issues are mission-critical. The solution is available immediately.

#### About Hyperion

Hyperion Solutions Corporation is the global leader in Business Performance Management software. More than 10,000 customers – including 91 of the Fortune 100 – rely on Hyperion software to translate strategies into plans, monitor execution and provide insight to improve financial and operational performance. Hyperion combines the most complete set of interoperable applications with the leading Business Intelligence platform to support and create Business Performance Management solutions. A network of more than 600 partners provides the company’s innovative and specialized solutions and services. Named one of the FORTUNE 100 Best Companies to Work For 2004, Hyperion employs approximately 2,500 people in 20 countries. Distributors represent Hyperion in an additional 25 countries. Headquartered in Santa Clara, California, Hyperion generated annual revenues of \$622 million for the 12 months that ended June 30, 2004. Hyperion is traded under the Nasdaq symbol HYSL. For more information, please visit [www.hyperion.com/uk](http://www.hyperion.com/uk), e-mail [enquiryuk@hyperion.com](mailto:enquiryuk@hyperion.com) or call 01784 228015.

#### 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 ATMs, retail systems, Teradata® data warehouses and IT services provide Relationship Technology™ solutions that maximize the value of customer interactions and help organizations create a stronger competitive position. Based in Dayton, Ohio, NCR ([www.ncr.com](http://www.ncr.com)) employs approximately 28,000 people worldwide.

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#### Safe Harbor Statement

Statements in this press release other than statements of historical fact are forward-looking statements, including, but not limited to, statements concerning the potential success of anticipated product features, the anticipated product offerings and the potential market opportunities for business performance management software. Such statements constitute anticipated outcomes and do not assure results. Actual results may differ materially from those anticipated by the forward-looking statements due to a variety of factors, including, but not limited to the company's ability to retain and attract key employees, the successful and timely development of new products, the impact of competitive products and pricing, customer demand, and technological shifts. For a more detailed discussion of factors that could affect the company's performance and cause actual results to differ materially from those anticipated in the forward-looking statements, interested parties should review the company's filings with the Securities and Exchange Commission, including the Report on Form 10-K filed on September 13, 2004 and the report on Form 10-Q filed on February 9, 2005. The company does not undertake an obligation to update its forward-looking statements to reflect future events or circumstances.

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