

# Accelerate Your Time to Value With Teradata CRM

**Install, use, measure, evaluate potential payback on a CRM solution tailored to solve problems for your business**



Imagine: your company has a high-performance analytical CRM solution up and running in as few as 30 days, solving problems and generating payback as your marketers and other business users take six months to explore the solution's #1 ranked analytical capabilities. Mentored by experienced consultants, your company receives the tools and resources needed to complete the first project and prove its value before moving forward. Your 'time to business value' will be accelerated by support specialists with extensive industry experience, providing pre-packaged deliverables that automate the implementation process.

It's a prudent business approach to investing in powerful analytical and dialogue management tools to drive relevance in communications, meet strategic objectives, and raise your company's customer equity assets.

Designed to meet our clients' expectations in the context of a cautious 'start small and grow' spending environment, the Teradata® 'Time to Value' program is sharply focused on solving a specific business problem for your company. Your company can now explore the performance and payback potential before leveraging other Teradata CRM functionality to solve other business problems or generate new opportunities.

**Customer Relationship Management**

**Teradata**  
a division of  NCR

# Accelerate Your Time to Value With Teradata CRM

Teradata CRM solutions have proven their value to more than eighty leading companies across the world, and the number is growing. Teradata has also earned the highest rankings from industry analysts, where Teradata is recognized for its unique ‘ability to execute’ on CRM initiatives as well as for premiere ‘CRM vision’ in ‘optimizing customer relationships.’

Teradata’s ‘Time To Value’ approach addresses two key challenges pertaining to CRM initiatives and solutions: your need to solve a specific business problem, and your need to get the project up and running very quickly.

## Solve a Specific Problem

What problem do you want Teradata CRM to help you solve? We know your industry, your data, and your key issues. The question is: ‘what issue is at the top of your priorities?’ The implementation process is facilitated by leveraging pre-defined “business improvement opportunities” which build on Teradata’s extensive industry experience to

address specific customer pain points.

These scenarios include customer retention, customer acquisition, customer growth and operational efficiencies across these industries – retail, manufacturing, travel and transportation, communications, finance and insurance. We’ll be happy to discuss these scenarios with you – and show you solutions.

## Get Up and Running Quickly

Teradata’s Time to Value approach includes automated mapping tools and pre-built industry-specific technology components that have proven their value in previous installations of Teradata CRM, significantly reducing the implementation time. We will apply our leadership experience in relationship technologies to ensure an effective and efficient deployment – at a pace that meets your objectives.

## Take Advantage of This Opportunity Today

“Every day you delay making a decision costs your company money,” said Chris Twogood, vice president of marketing, Teradata CRM. “We’ve designed this program to help our clients get the most out of their business by leveraging the full power of our Teradata warehouse and analytical solutions.”

Marketers will love its performance. CEOs will love the minimal-risk offer. The CIO will love its speed and ease of implementation. Take advantage of this exciting Teradata CRM opportunity by contacting your area Teradata representative, or send an email to [jake.johnson@teradata-ncr.com](mailto:jake.johnson@teradata-ncr.com).

## About Teradata Division

Teradata, a division of NCR Corporation (NYSE: NCR), is the global leader in enterprise data warehousing and enterprise analytic technologies and services. For more information, visit [www.teradata.com](http://www.teradata.com).

## 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. Based in Dayton, Ohio, NCR employs approximately 30,400 people worldwide.

NCR and Teradata are registered trademarks of NCR Corporation in the United States and other countries. All other brand and product names appearing in this release are registered trademarks or trademarks of their respective holders. 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 for further information.

You’ve never seen your business like this before.

©2003 NCR Corporation Dayton, Ohio U.S.A. Produced in U.S.A. All rights reserved.  
www.teradata.com www.ncr.com  
EB-1710 0103 PAGE 2 OF 2

**Teradata**  
a division of  NCR