

Teradata Relationship Manager Mobile

How Important is the Mobile Channel to Your Business?

Leading companies are using mobile channels to communicate with their customers anytime, regardless of where they are. Consider these facts:

- > Mobile phone users outnumber Internet users worldwide by three to one.
- > More than 95% of handsets in the U.S. are text message enabled, with more than 75 billion messages sent per month.
- > More than 40% of major U.S. brands tested mobile marketing by Q4 2007.

As mobile usage becomes ubiquitous, early adopters have proven that mobile communication enables a host of possibilities, including alerts, notifications, offers and promotions, coupons, interactive dialogue, and even sales transactions.

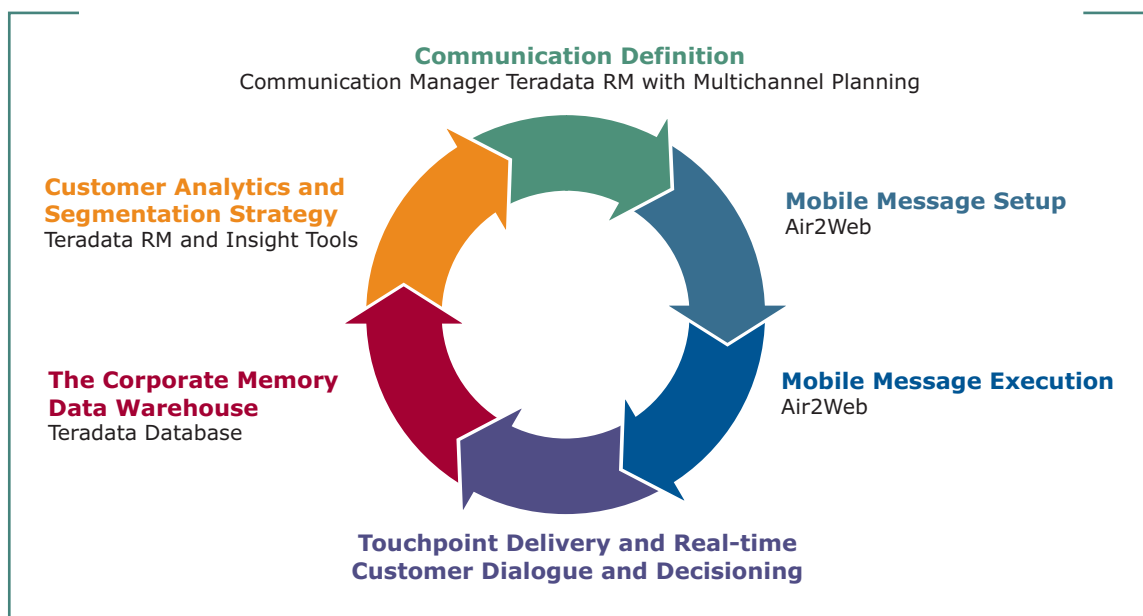
Teradata: Uniquely Positioned to Support Mobile Marketing

With these trends, Teradata Corporation has opted-in to mobile – in Teradata style – starting from a point of customer insight, where communications need to be

intelligence-based to be successful. Teradata has enriched the Teradata® Relationship Manager (RM) solution with a mobile extension, leveraging the benefits of the data warehouse, in partnership with Air2Web, a leading mobile solutions firm. The extended Teradata RM solution allows you to execute relevant messaging via mobile regardless of customer location. Pre-built integration between Teradata and Air2Web enables you to:

- > **Capture and leverage** customer data, interactions, and transactions.
- > **Create and send** relevant, timely, and desired mobile content.
- > **Integrate** content and data capture with multiple channels and customer touch points.
- > **Analyze** mobile-specific reports throughout the campaign, and use Teradata RM analysis modules or BI tools for macro-level impact.

Teradata can deliver SMS text messaging communications and offers, as well as conduct commerce activities such as mobile coupons, tickets, and discount promotions.



Teradata Relationship Manager Mobile

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Our mobile solution is founded on the principle that messages to customers should be intelligent and interactive, delivered as anticipated, timely, and meaningful. This type of communication will ultimately drive the decline of push marketing (mass marketing) and deliver only highly personalized marketing that creates a dialogue, with interactions rather than responses from customers.

How Can You Use Mobile in Your Business?

Retail

Send relevant coupon offers to customers that they can accept or reject on their phones. Tie acceptance of offers to their loyalty card for redemption at POS.

Travel

As a service, immediately inform a customer of baggage that didn't make a flight. Provide delivery options: pick-up, forwarding, or delivery. As a promotion, send travelers local recommendations and partner offers.

Foodservice

Send reminders during meal times to frequent customers with special offers and pre-order pre-defined meals.

Lodging/Gaming

Issue mobile invites for special events, show discounts, tickets, or events. Link to VIP/player.

Finance/Telecommunications

As an alternative to higher cost call centers, provide personalized, timely alerts on critical account information.

Air2Web Partnership

Launched in 1999, Air2Web, a Teradata partner, helps marketers harness the power of mobile to reach their customers. Over the past ten years, Air2Web has launched thousands of mobile marketing campaigns. They provide the tools and technology to help marketers promote products and brands, offer additional service and information to consumers, and enable mobile transactions. Customers include more Fortune 1000 companies, including American Express, Starbucks, and E*Trade, than any of their competitors.

Special Offer for Teradata Customers

Teradata has an easy, quick to market introductory offer for existing Teradata CRM or RM customers to test drive mobile.

Starting at less than \$100K and in as few as 14 days, you can start leveraging *intelligence-based* mobile messaging with your Teradata RM solution and data warehouse. The offer, based on Air2Web Marketing Solution Series configuration, includes:

- > Set up in as few as 14 days.
- > A 30-day campaign (with unlimited messaging).
- > Pre-provisioned short code and message format with MMA Compliance.
- > Teradata and Air2Web services for set up/data exchange.
- > Weekly campaign reports.
- > 24/7 phone support.
- > Weekly program updates.

Teradata Relationship Manager Mobile Requirements

- > Teradata data warehouse customer
- > Teradata RM Software (V6 or V5.2)
- > Communication Manager
- > Rules Manager V6 or Personalization Rules V5.2
- > Air2Web Solution Series
- > Air2Web pre-provisioned short code

With a few simple steps, start sending mobile messages with our introductory Teradata RM Mobile offer:

1. Pick a promotion type – one of 11 easy templates/programs to choose such as:
 - > Alerts
 - > Promotions
 - > Surveys
2. Set up campaign in Teradata RM (just as you are used to doing).
3. Develop content for SMS text message.
4. Messages go to your customer, and responses come back, driving incremental satisfaction and revenue.

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