

Teradata Enterprise Offer Management Solution

Enabling Retailers to Personalize Offers at Every Touchpoint

Retailers continue to fine-tune their customer marketing efforts, especially using loyalty programs as incentives. Advertising, direct mail, product promotions, and weekly circulars are all part of a retailer's toolkit for reaching customers. Given that customers must visit a store or website to take advantage of such marketing promotional materials, what if they could be reached with relevant offers through *their* favorite communication channel, *even* while they are shopping in a retail outlet?

Reaching Customers Where They Are, Today

While many can deliver coupons and offers at the point of sale, the greatest benefits are obtained by adding intelligence to personalize the offers – adding differentiated value to the traditional merchandising function and to the customer. That is precisely what Teradata Enterprise Offer Management does – it goes *beyond* traditional offer management to enable you to make highly targeted, relevant, and timely offers to your customers vs. the normal mass marketed offers, while they are in your store. This technique of offering personalized offers at every touchpoint also allows you to hide your promotions from your competitors by avoiding public advertising and promotion.

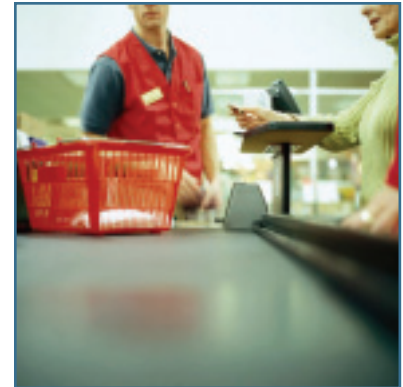
With Enterprise Offer Management, the touchpoints can range from website, email, in-store kiosk, point of sale, or even the fuel pump and involved personalized coupons.

These in-store offers can be coordinated with similar or complimentary offers through other channels, including the web, direct mail, or even call centers. Offers are not only targeted, they are optimized and prioritized for each customer.

Some 65 percent of the top global retailers use Teradata for their enterprise data-warehousing needs. Now, with Teradata® Enterprise Offer Management Solution, you can enjoy best-in-class analytical CRM to target the right customers with the right offers.

Based on Teradata's combined experience in world-class analytic CRM, store-automation environments, and analytics for the retail industry, we can help you maximize return on your marketing and vendor investments, while minimizing manual effort and optimizing the timing and relevance of customer communication.

We do this by delivering a holistic, end-to-end solution that synchronizes operational and analytic CRM environments. You gain a continuous closed-loop marketing process capable of generating hundreds of thousands of dollars in incremental revenue monthly. At the same time, we can reduce your costly, less effective mass advertisement spending, differentiating your shopper program with compelling customer-personalized in-store offer delivery.



The Solution Components

The Teradata Enterprise Offer Management Solution includes:

- > Teradata's best-in-class analytical CRM
- > NCR's Copient Logix offer management software
- > Complete implementation and consulting services and support

Teradata CRM

Teradata CRM is the foundation for our analytical CRM solution. Based on a comprehensive corporate memory of customer transaction and interaction data, Teradata CRM provides a suite of simple-to-use tools that allows you to develop, execute, and manage many simultaneous, highly targeted promotional offers. The primary components include:

- > **Guided Analytics** – guides you through the process of identifying and segmenting the right customers for each offer. Teradata CRM also allows externally developed propensity scores or target lists to be easily incorporated into the campaign.

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- > **Campaign Management** – allows you to quickly develop personalization rules to ensure every offer or promotion is customized for the person who receives it, with appropriate products and just the right discounts or incentives to generate the highest response. Campaign Management also allows you to target traditional channels, such as printed coupons, email, or your website.
- > **Offer Optimization** – further evaluates each offer for each customer and ranks the highest priority offers for each customer based on propensity to buy, value to the customer, and other key factors in the buying decision (examples: favorite categories, the customer's normal purchase cycle for each category, the customer's impulse buying preferences, and brand loyalty factors).

The output generated by Teradata CRM is delivered to Logix, which then assumes responsibility for the distribution of offers to various touchpoints.

Logix

Logix is where you design and execute offer discount and delivery selections.

It works essentially as the execution arm of the offer management program, leveraging your existing data mining and CRM applications to deliver promotional content and discounting functionality to POS/POP locations without customizing the POS code. Logix gives you unparalleled flexibil-

ity and control, allowing you to deliver multi-tier offers based on purchase behavior, create high-quality offer content including interactive graphics, set discount parameters, and implement simple to complex discounting schemes using Boolean logic (e.g., buy A and B and C, and get 10% off D).

Implementation and Consulting Services

Experienced and industry-focused, Teradata Professional Services use time-tested methodologies for successful implementation and customization of technology-based solutions for the Retail industry. We know Retail, having successfully implemented comprehensive technology solutions for retailers for decades. Our consultants are here to guide you on customizing offers to meet your specific needs.

Key Benefits

The Teradata Enterprise Offer Management Solution allows you to refocus your marketing spend on higher performing, targeted offers, significantly reducing the need for print media advertising, and offering an opportunity for significant cost savings.

Our solution facilitates the development and management of hundreds of highly targeted offers, far more than would be possible through a manual process. Highly targeted, in-store offers can generate much higher conversion rates than traditional coupons or other forms of direct-mail promotion, because your customer is

already in the store and the convenience factor is much higher for redemption. Higher conversion rates represent higher customer satisfaction and the potential for significant incremental revenue.

With the Teradata Enterprise Offer Management Solution, the ways you can touch shoppers are endless. If your customers don't shop as often as they used to, you can reward them for buying their favorite categories. For your shoppers who always buy the same products whenever they shop, you can raise awareness with targeted offers of other, possibly unknown products. You also can drive basket size through reminders of affinity products while your customers are at the store.

The Teradata Difference

Relevant and timely offers, delivered in your stores, and coordinated with other channels, will differentiate you from your competitors. Your customers will recognize the value of offers based on their individual shopping patterns and preferences, and that will lead to increased customer satisfaction and shopping frequency.

For More Information

To learn more about how the Teradata Enterprise Offer Management Solution can help you build shopper loyalty through highly targeted, relevant, and timely customer offers, contact your Teradata representative or visit Teradata.com.

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