

NCR PostMaster E-Mail Solution for Teradata CRM

NCR PostMaster channels communications

The most important thing any business can do is communicate with prospects and customers. Do this well and your customers will know exactly why they should choose your company. The differentiation will be clear. One of the factors that can give you this advantage is the NCR PostMaster solution. Integrated with Teradata® CRM, NCR PostMaster channels your messages through targeted and personalized e-mail messages.

Teradata CRM builds return on relationships

Teradata CRM is the leading solution for dynamic Customer Relationship Optimization (CRO) based on its unique abilities to personalize customer conversations consistently over the best of all channels for the customer and for the business, executed at the most opportune time for the customer and for the business. Industry analysts rank Teradata CRM the best at execution of CRO – meaning we're the best at helping our clients evolve their businesses forward with more and better ways to vary their value propositions for profitable return on customer relationships.

Real-time information for relevant decisions

From a technology standpoint, Teradata CRM is a three-tier, data warehouse-centric solution created for optimal performance on Teradata's enterprise-class database. The Teradata Database is ideal for Teradata CRM's wide array of market-

ing tools because it handles complex analytic workloads with extreme service levels, acquires real-time data and redirect it for tactical decision support in seconds with 24/7 availability.

Teradata CRM foundation for intelligent communications

The Teradata CRM framework is focused on critical steps in the customer relationship optimization process: Analyze, Plan, Act, Measure, and Adapt. In each framework phase we offer a functionality set to generate intelligence for effective communications. Our component integration throughout these functionality sets enables customer process professionals to quickly understand what each customer needs and values most, to model customer interaction behavior, to identify significant customer events, to personalize the messaging, to deploy right-time communications, and optimize relationships with customers through the right channels.

Teradata CRM consists of solution components packaged for incremental introduction into our client's systems and processes. Each and every component can be tightly integrated to provide seamless user movement between analysis, planning, action, and evaluation components.

NCR PostMaster personalized solution

One of the interaction tools of the Teradata CRM channel solutions is NCR PostMaster, an outsourced e-mail delivery

service. NCR PostMaster is an "end-to-end" personalized e-mail marketing solution which features:

- > E-mail delivery, balancing spam control
 - Full control of delivery schedule and rate
 - Online access to reports and status
- > First-level bounce handling (retry on soft bounce)
- > Loading of bounce log table back to Teradata
- > Redirection and redirection, interaction capture
- > Trickle loading of redirection interaction table into Teradata
- > Reply handling
 - Automatic generation of "Forward-to-a-Friend"

Optional services expand marketing capabilities

Optional NCR PostMaster services include functions related to reporting, notification, and survey results such as:

- > Report on e-mail sent, delivered, opened, unique click, total clicks, transactions abandoned, and conversions
- > Data transferable to Teradata
- > Triggers based on preferences or behavior
- > Survey wizard and survey delivery capability for the creation and hosting of online surveys

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As part of Teradata CRM, NCR PostMaster is integrated with the Teradata system which means lower cost of implementation and time-to-market for you. NCR PostMaster is a cost-effective, powerful, and scalable tool responsive to changing marketing campaign demands and capable of sending over a million e-mail messages in just one hour.

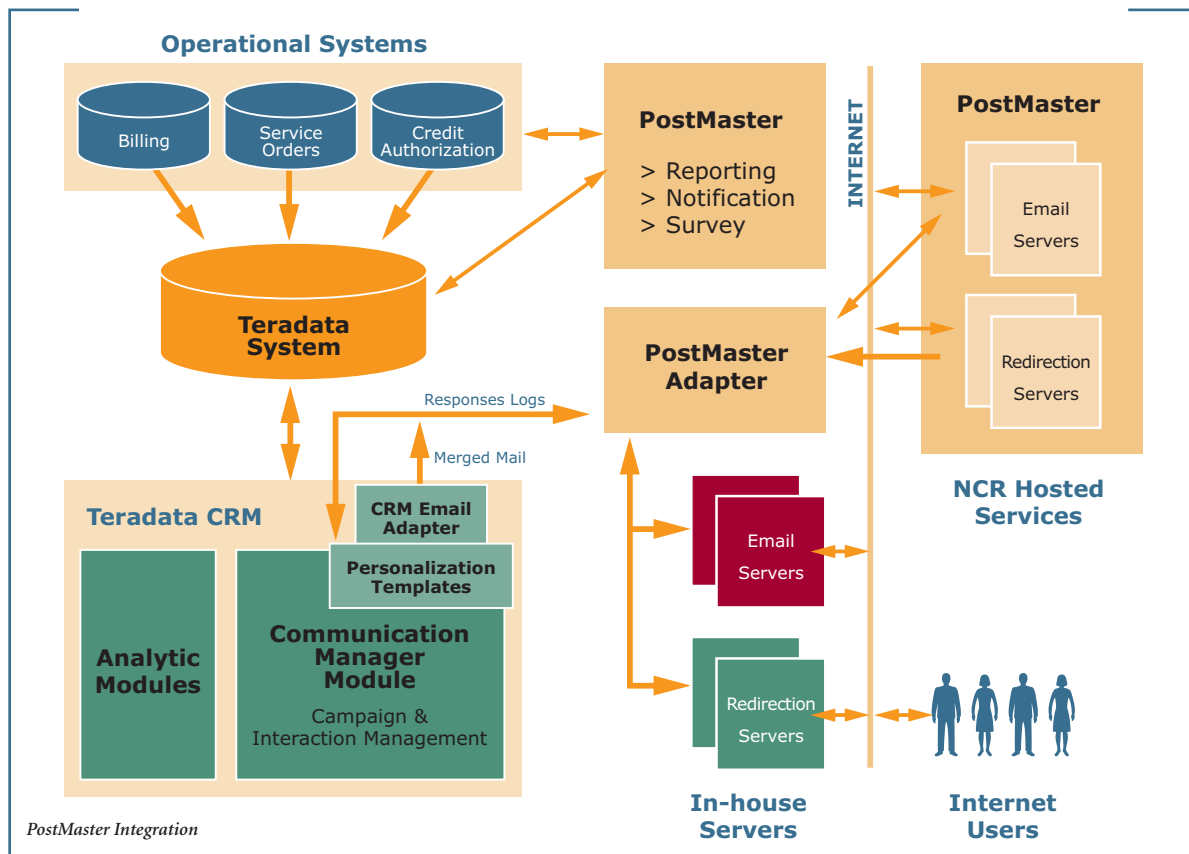
NCR PostMaster relevant for all industries

NCR PostMaster can be used in any industry and is the only e-mail solution available that provides:

- > Newsletters, multi-channel coupons, surveys and notifications – all under one roof
- > The most comprehensive and scalable analytics as part of Teradata CRM

- > Instantaneous reporting
- > Strong product set deployable as outsourced or in house – great for enhancements and maintenance
- > Data centers are SAS70 and FFIEC certified

To learn more about the NCR PostMaster solution, contact your Teradata representative or visit Teradata.com.



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