



## **Wataniya Telecom, Leading Provider of Mobile Communication Services in Kuwait, Selects Teradata Warehouse(R), Teradata Warehouse Miner and KXEN Analytics Tools for Efficient Customer Service**

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DAYTON, Ohio--(BUSINESS WIRE)--Sept. 20, 2006--

Successful Implementation Enables Wataniya Telecom  
to Maintain Customer Loyalty

Teradata, a division of NCR Corporation (NYSE:NCR), and KXEN, a global provider of next-generation predictive and descriptive analytics software, today announced the successful implementation of Teradata Warehouse, Teradata Warehouse Miner, and KXEN Analytic Framework to address customer value and churn at Wataniya Telecom.

Launched in 1999, Wataniya Telecom today provides services to approximately 45 percent of the Kuwaiti market. Recently, Wataniya Telecom started a corporatwide analytics initiative, part of its strategy to develop a customer retention program. The company aimed to strengthen its position in a customer-centric manner by raising levels of service and satisfaction for all customers.

The project started with the successful implementation of a Teradata Warehouse by having a repository with a single view of the business. This warehouse is accessible to users from all Wataniya Telecom business units. Wataniya's enterprise warehouse served as the foundation to support their analytic efforts, leveraging the strengths of Teradata to centralize their detailed data, build and deploy the analytic data sets (ADSs) used for analytic model creation and to make the results available to the business users, by building the customer DNA database (CDNA) within the Teradata Warehouse. Integrating the KXEN Analytic Framework was the next step.

Driven by Wataniya executives' vision to implement a "segmentation targeting and positioning marketing" strategy, KXEN was chosen against other offerings because of significant advantages in terms of ease of use and pre-defined integration with Teradata Warehouse and MicroStrategy, the software used for reporting needs.

Wataniya Telecom was able to quickly implement analytics tools by leveraging the customer information structure created within their Teradata Warehouse. The CDNA incorporates all available customer data in a logical framework, supporting segmentation marketing. Updated customer data from all operational systems like CRM, billing and other means of customer contact, automatically feeds both the Teradata Warehouse and appropriate segmentations for constant refinement of the predictive models.

Wataniya then created ADSs that merge, reconcile, cleanse and transform the data from multiple tables into the single logical table required for customer churn and customer value analysis. This ADS enables KXEN to rapidly build models by using a sample of the data set to expedite model development and identify the most influential variables in the ADS. The models are then exported via user-defined functions, allowing it to be run inside the Teradata Warehouse to leverage the high-speed parallel database engine for analytics. By using the Teradata Warehouse with KXEN's Analytic Framework, Wataniya minimizes data movement, avoiding bottlenecks that would be caused by moving terabytes of data across a network.

The combined Teradata and KXEN solution started detecting a high percent of potential churners after a short implementation period.

"We want to serve our customers the best possible way, and that's why we call ourselves a 'red carpet company,'" said Harri Koponen, chief executive officer (CEO) and general manager of Wataniya Telecom. "The new tool helps us to identify opportunities to do our job better. This means ensuring customers' satisfaction is our prime goal."

Wataniya Telecom will develop new segmentation concepts in the near future to meet additional business requirements. These new projects will continue to leverage the Wataniya Teradata Warehouse, Teradata ADS and KXEN Modeling Factory, the KXEN methodology aimed at improving modeling process and analysis capabilities by utilizing information from existing models.

"We are confident that we have made an excellent choice with Teradata and KXEN," said Hazem Abdallah, management information system manager at Wataniya Telecom. "The tool will give us a competitive advantage, enabling us to reinforce our market share and unroll the red carpet for our existing and future customers."

"KXEN Analytic Framework integrates predictive analytics in the business process workflow, allowing the rapid creation of hundreds of models for every key revenue and margin driver," said Roger Haddad, CEO of KXEN. "KXEN's unique ability to automatically handle thousands of variables makes advanced analytics an integral part of Wataniya Telecom's business."

"With the changing economy, new technology providing ever more choices, and fickle consumers, no wonder the communications landscape has never been more challenging," said Herman Wimmer, vice president of Europe, Middle East and Africa for Teradata. "The Teradata Warehouse enables Wataniya to aggregate the ever-growing amount of customer data, helping people at Wataniya Telecom make well-documented decisions."

### About KXEN

KXEN provides next generation business analytics software to drive better corporate decisions. KXEN's unmatched speed, ease of use and scalability enable leading companies around the world to expand the use of predictive analytics and enhance corporate performance. Based on breakthrough mathematical theory, KXEN's products offer reliable predictions and deep insight for achieving critical business goals. The company partners with

leading systems integrators and software vendors to integrate advanced analytics into enterprise applications and business processes. Founded in 1998, KXEN is headquartered in San Francisco, Calif., with offices in the United States, United Kingdom, and France, and distributors throughout the world. Visit the KXEN Web site at [www.kxen.com](http://www.kxen.com).

#### 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 Teradata(R) data warehouses, ATMs, retail systems, self-service solutions and IT services provide Relationship Technology(TM) that maximizes the value of customer interactions and helps organizations create a stronger competitive position. Based in Dayton, Ohio, NCR ([www.ncr.com](http://www.ncr.com)) employs approximately 29,300 people worldwide.

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