

COMPUTERWORLD ANNOUNCES WINNERS AND FINALISTS FOR THE THIRD ANNUAL ENTERPRISE INTELLIGENCE AWARDS PROGRAM

Category Winners and Finalists Recognized at the Teradata PARTNERS User Group Conference & Expo in San Diego, CA

FRAMINGHAM, MA - October 26, 2010 – [Computerworld](#), the leading IT media brand dedicated to providing peer perspective, IT leadership and business results, announced the winners and finalists for its third annual Enterprise Intelligence Awards program, sponsored by Teradata. The Enterprise Intelligence Awards Program is focused on best practices in the use of information technology solutions built on Teradata platforms. Two finalists with one winner in each of the five categories were recognized yesterday at the Enterprise Intelligence Awards Program ceremony at the 2010 Teradata PARTNERS User Group Conference and Expo in San Diego, CA.

The Winners and Finalists in each category are:

Customer Intelligence and Management

- Winner: Maybank Berhad — For the significant business and technical results of its Analytical Customer Relationship Management (aCRM) project. With an ROI of 180%, the system shortened lead generation time from weeks to one day.
- Finalist: Shop Direct Group submitted with Speed-Trap
- Finalist: The Bank of East Asia, Limited

Excellence in BI and Analytics

- Winner: Cabela's Inc. submitted with Informatica Corporation—For a multi-channel data warehouse initiative and creation of an analytical information framework that has improved advertising effectiveness, inventory and margin strategies.
- Finalist: Station Casinos submitted with IBM Corporation
- Finalist: VIVO, S/A

Government and Non-Profit

- Winner: Defense Logistics Agency (DLA) and United States Transportation Command (USTRANSCOM) — For excellence in strategic reuse of existing architecture across government agencies to create a scalable system that enables faster development of data applications.
- Finalist: Centers for Medicare & Medicaid Services
- Finalist: Land Transport Authority of Singapore submitted with Wipro Technologies

Industry Innovation

- Winner: Vonage— For the speed and difficulty of building, in less than one year, a data warehouse with advanced analytics that collects and processes billions of registration records/day.
- Finalist: Banco Bradesco
- Finalist: Discover Financial Services

Integrated View of Business

- Winner: GE Healthcare—For the scope, process and results involved in the successful integration of data from different systems at more than 400 legal entities around the world, into an enterprise performance management system.
- Finalist: American Airlines
- Finalist: Siam Commercial Bank PCL

The Enterprise Intelligence Awards Program is wholly and independently managed by Computerworld, sponsored by Teradata, with judges selected by Computerworld from senior IT management who themselves have received past industry awards.

Eligible Enterprise Intelligence Awards Programs nominees were IT end-user organizations that are Teradata customers and new this year, Teradata partners were invited to submit nominations in conjunction with a customer co-applicant.

Judges evaluated and ranked the finalists and winners in each category according to their substantiated Enterprise Intelligence solution attributes and achievements against the following set of criteria:

Strategic importance to the business. Positive impact on the business/organization units. Substantial customer impact (i.e. service, retention, acquisition, innovation). Provides a strategic advantage to the business/organization while anticipating and accommodating the deployment of future enterprise intelligence initiatives. Financial return and measurable payback (returns on investment, assets, resources through the creation of revenue opportunities or cost savings. Addresses challenges of data management, information access, and analysis, and provides a foundation for better business decisions.

For more information about Computerworld's Enterprise Intelligence Awards Program, please visit <http://www.enterpriseintelligenceawards.com/> [<http://www.enterpriseintelligenceawards.com/>]

The Teradata PARTNERS User Group Conference & Expo is a world-class, customer-driven conference that provides the very best opportunities to learn, grow and increase data warehousing expertise. For more information, please visit <http://www.teradata-partners.com/Conference> [<http://www.teradata-partners.com/Conference>].

About Computerworld

Computerworld is the leading source of technology news and information for IT influencers worldwide, providing peer perspective, IT leadership and business results. Computerworld's award-winning Web site (<http://www.computerworld.com>), bi-weekly publication, focused conference series and custom research forms the hub of the world's largest (40+ edition) global IT media network. In the past five years alone, Computerworld has won more than 100 awards, including 13 American Society of Business Publication Editors (ASBPE) awards in 2009, the 2009 Best Blog from the Neal awards, and 2006 Best Overall Web Publication from ASBPE. Computerworld leads the industry with an online audience of over 3.5 million unique, monthly visitors (comScore Media Metrix, August 2010). Computerworld is published by IDG Enterprise, a subsidiary of International Data Group (IDG), the world's leading media, events, and research company. Company information is available at www.idgenterprise.com.

###

For more information, please contact:

Debra M. Becker
508.766.5452