

Boeing Autometric, Teradata to Enhance Business Intelligence Gathering

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Data management software with geospatial capability, once used primarily for military operations, is now commercially available from Boeing Autometric and supported by the TeradataTM data warehouse. The software called Spatial Query ServerTM, or SQS, was developed by Boeing Autometric, a unit of Boeing Integrated Defense Systems, part of The Boeing Company [NYSE:BA].

With a wide range of applications, SQS leverages the power of the Teradata enterprise data warehouse, enabling users to gather and analyze data cost effectively in order to make business decisions that will increase revenue, reduce expenses, or identify new business growth opportunities. SQS Version 4.0 is available now and will be compatible with future Teradata software releases.

"When SQS is coupled with the Teradata enterprise data warehouse, executives can uncover new clues about their customers by discovering the 'where' using geospatial analysis," said Vickie Farrell, vice president, Teradata warehouse marketing. Teradata is a division of NCR Corporation [NYSE: NCR].

In a typical operational scenario, SQS queries a Teradata data warehouse containing aerial and satellite imagery, along with business and referenced geographical data, and then, using the Teradata Database analytics, presents an accurate picture of the geospatial distribution of the data, an essential component for business analysis. When used in conjunction with Boeing Autometric's visualization products, roads, rivers, streets and traffic patterns, along with other elements, can be graphically depicted.

"The data retrieved and presented by SQS has far-reaching applications in the commercial market," said Tony Moraco, deputy general manager of Boeing Autometric. "For a large commercial airliner looking to better serve its frequent flyer base, a bank seeking to install additional automated teller machines, or a large retailer investigating consumer behavioral patterns, SQS is a fundamental tool that can lead to a speedy, informed decision. Retrieval speed of large and complex information, reduced decision-making cycle time, and the time and cost savings possible by leveraging critical data elements for business intelligence are key advantages of SQS."

Teradata is the global leader in enterprise data warehousing and enterprise analytic technologies and services.

NCR Corporation is a leading global technology company helping businesses build stronger relationships with their customers. NCR's ATMs, retail systems, Teradata data warehouses and IT services provide Relationship TechnologyTM solutions that maximize the value of customer interactions. Based in Dayton, Ohio, NCR employs approximately 30,400 people worldwide.

Boeing Autometric, an ISO 9001-2000 company, has more than 40 years of leadership in geospatial information technology and solutions, and is a leading provider of products and services for data storage, data warehousing, data production, and data visualization. Boeing Autometric supports customers in analysis, system design and engineering, software engineering, and data production.

Boeing Integrated Defense Systems is one of the world's largest space and defense businesses. Headquartered in St. Louis, Integrated Defense Systems is a \$23 billion business. It provides systems solutions to its global military, government and commercial customers. It is a leading provider of intelligence, surveillance and reconnaissance; the world's largest military aircraft manufacturer; the world's largest satellite manufacturer and a leading provider of space-based communications; the primary systems integrator for U.S. missile defense; NASA's largest contractor; and a global leader in satellite launch services.

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