

A white silhouette of a lighthouse with a light beam shining out to the right, set against a blue background with a yellow swoosh.

FOR IMMEDIATE RELEASE

Teradata's Alan Chow Joins the Chief Customer Officer Council

Analytic data solutions industry executive joins exclusive organization of C-level customer advocates

LITTLETON, MA, May 8, 2012: The [Chief Customer Officer \(CCO\) Council](#), the only member-led peer-advisory network offering unparalleled insight and assistance into the critical issues facing CCOs – announced today that Alan Chow, Chief Customer Officer at [Teradata Corporation](#) (NYSE: [TDC](#)), has joined perhaps the world's most exclusive think tank for C-level business executives. There are fewer than 500 CCOs in the world, and now roughly five percent are members of the CCO Council.

Teradata is the world's leading analytic data solutions company, focused on integrated data warehousing, big data analytics, and business applications. Its innovative products and services deliver data integration and business insight to empower organizations to make the best decisions possible for competitive advantage. Chow is responsible for leveraging his extensive knowledge of Teradata's technology, products, and services to enhance customer satisfaction. He partners with sales, services, engineering, and marketing to ensure that Teradata's customer strategy reflects customer needs, helping them to achieve success, good business results, and high return on investment through their use of Teradata.

"A corporate culture of customer dedication is fostered by each employee's action every time he or she interacts with a customer. At Teradata we have seen customer dedication become an important part of our success; creating this kind of culture takes a long time to build and maintain," said Chow. "I am thrilled to join the Chief Customer Officer Council because of the unique opportunity to collaborate with my peers. As representatives of global leaders in different industries, we seek to advance the strategies, principles, and processes that make customer dedication a sustainable competitive advantage for our businesses."

In March, a study from the Information Difference research firm ranked Teradata for the second year as the technology trailblazer for its ability to deliver a foundation for a wide range of business analytics, and found Teradata's customers were the happiest of those surveyed.

Curtis N. Bingham, founder and Executive Director of the Chief Customer Officer Council, said, "Alan will be a powerful asset to the Council. He joins several other industry lifers who bring deep knowledge and experience to their roles. Alan has been with Teradata for over 30 years and is working with some of the

world's largest customers. I'm delighted that Alan and Teradata recognize the value of sharing his knowledge and experience with his peers."

About the Chief Customer Officer Council

The Chief Customer Officer Council was created to provide an environment where CCOs can share ideas, concerns, and build best practices that will help them avoid experimenting at customers' expense as they drive more profitable customer behavior, create powerful, customer-centric cultures, and drive sustainable business results. Members benefit from one-of-a-kind peer interaction, the annual CCO Summit, member roundtables, executive briefings, research and resources, and more. For more information on the Chief Customer Officer Council, visit www.ccocouncil.org, email info@ccocouncil.org or call 978/226-8681.

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