

I am driven.

Paul Briggs
Director, CRM
Travelocity



25 million members | 4.5 million page views daily | 2000 gross profits up 150% | 1 view of the enterprise

E-Business | CRM

Power. To The People.

I am Teradata.

As any experienced traveler knows, if you want the very best view, it pays to go to the top. That's why, when Travelocity needed a comprehensive look at their growing clickstream data, they turned to Teradata. Now, with Teradata's ever-scalable data warehouse and analytical applications, the company gets answers to its toughest marketing queries faster than ever before — even on queries they've never run before. And business travelers to Duluth can be quickly alerted to great deals on lovely vacation packages to Tahiti. Now that's the kind of serious one-to-one customer relationship building that's helped make Travelocity the leading online travel site in the world.

Guess you could say, for Travelocity, Teradata's the only way to go.

Teradata
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