

Clarabridge Partners with Data Warehousing Leader Teradata Corporation

End Users Gain Global View of Quantitative and Qualitative Analysis

Reston, Va. - December 15, 2008 --

Clarabridge, the leading provider of text analytics software used by many Fortune 1000 companies to improve customer experience management (CEM), today announced a partnership with Teradata Corporation (NYSE:TDC), the world's largest company solely focused on data warehousing and enterprise analytics. This partnership brings together technologies in unstructured text mining/analytics and enterprise data warehousing. The complementary capabilities of Clarabridge and Teradata empower business users to integrate structured and unstructured information in a single data warehouse for a global view of their quantitative and qualitative customer analysis and improved customer experiences.

"Teradata customers have long led their respective industries with centralized, integrated, structured data in an Enterprise Data Warehouse -- realizing competitive advantage from a detailed 360 degree product and customer view," said Scott Collins, vice president of global alliances, Teradata. "Integrating 'customer view and feedback' insight from unstructured customer interaction data enriches marketing intelligence for a measurably deeper dimension of business value. Negative or positive feedback is interesting, but when combined with the facts in the data warehouse, this new combined intelligence can reveal emerging trends in customer satisfaction or product quality faster than ever before."

Leading companies in industries such as airlines, consumer packaged goods, entertainment, financial/insurance services, healthcare, hospitality, marketing services, retail, and technology rely on Clarabridge for analysis of their unstructured content. Clarabridge's enterprise-deployed Content Mining Platform monitors and captures content from various company "listening posts" across and beyond the enterprise, including call center notes, surveys and web 2.0 sites, forums and newsgroups. Qualitative insights about customer sentiment are automatically transformed into quantitative intelligence that helps an enterprise reduce churn, improve loyalty and create profitable customer relationships and products.

Marrying Clarabridge's text mining and Teradata's data warehousing capabilities enables companies to continually monitor and improve the customer experience. Teradata offers a suite of software, hardware and professional consulting services that enhance an enterprise's staff productivity, market intelligence and customer service. Enterprises in more than 60 countries use Teradata technology to easily and quickly build and manage data warehouses for discovering patterns in customer, financial and operational data and enabling smarter decision-making.

"The ability to access both quantitative and qualitative customer analysis through our complementary solutions provides companies with a very comprehensive and efficient approach to customer experience management," said Tony Lopresti, vice president of sales and marketing at Clarabridge. "With the Teradata certification complete, we look forward to the new opportunities this partnership will yield across new markets and customer segments, and we believe Teradata's data warehousing capabilities will help our customers gain a more complete view of their businesses and improve competitive flexibility and agility."

About Clarabridge

Clarabridge enables Fortune 1000 customers to transform text into valuable information to improve market research, customer care, product development, quality assurance and risk management. Clarabridge's award-winning software links the worlds of text analysis, search and business intelligence (BI) to enable enterprises to more quickly and intuitively leverage all of their data-internal and external, structured and unstructured-to make better business decisions. Clarabridge's Content Mining Platform™ is the first text-mining solution to work seamlessly with standard BI applications, tools and techniques, and Clarabridge delivers the industry's only hosted text-analysis solution with its Content Mining

Service™. Clarabridge is headquartered in Reston, Virginia. For more information, visit www.clarabridge.com.

About Teradata

Teradata Corporation (NYSE: TDC) is the world's largest company solely focused on raising intelligence through data warehousing, consulting services and enterprise analytics. Teradata is in more than 60 countries and on the Web at www.teradata.com.

Teradata is a registered trademark of Teradata Corporation in the United States and other countries.