

Featuring real-world lessons from **Pizza Hut**, and the high-level data quality expertise of **The Focus Group, Ltd.**, the seminar will reveal immediate strategies that will help you:

- > Clean your data and raise the accuracy of your statistical models
- > Improve data assessment capabilities when pulling data from multiple sources
- > Identify and mitigate data quality issues before they spread throughout your EDW
- > Shift through large volumes of data quickly – without sacrificing quality
- > Increase ROI and revenues through enhanced analysis and modeling



Don't miss this exclusive web seminar, hosted by DM Review!

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PASS THIS ALONG TO A COLLEAGUE

Pizza Hut's Search for Business Value

How Enhanced Data Quality Led to Increased Sales and Greater ROI

**Thursday, October 30, 2003 >
11AM – 12PM (EST), 4PM – 5PM (UK TIME), 17:00 – 18:00 (CET)**

FREE white paper when you attend!

Register online at Teradata.com/quality.

Use this GUEST PRIORITY CODE when registering for this event.

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hosted by DM Review!**

About Pizza Hut

Pizza Hut Inc., a subsidiary of Yum! Brands, Inc., is the world's largest pizza restaurant company, with almost 7,000 units in the United States and more than 4,000 units in 88 other countries. The company is the recognized leader in the \$33 billion pizza category.

About The Focus Group, Ltd.

The Focus Group, Ltd. is dedicated to the advancement of multi-dimensional analysis as the cornerstone of strategic data warehousing. They specialize in data warehouse and business intelligence techniques and technologies that transform hard-earned data into penetrating business insight.

About DM Review

DM Review is recognized as the leading business intelligence and data warehousing publication, providing thought-provoking editorials on strategic solutions for business intelligence and analytical applications.

About Teradata

Teradata, a division of NCR, offers powerful analytic solutions that help businesses drive growth. Teradata solutions include the Teradata Warehouse and database, analytic applications for customer relationship management, operations and financial management, business performance management and e-business.



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You've never seen your business like this before.

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Like many companies, Pizza Hut had the ingredients to get the most out of its enterprise data. But it needed the right recipe to turn that data into useful intelligence that would grow their business.

Join us for this revealing web seminar as we explain how Pizza Hut transformed huge amounts of raw data from its restaurants into highly valuable, highly accurate business intelligence. Learn how Pizza Hut's data mining team achieved these truly astounding results:

- > Generated more than \$1 million per month in net ROI from enhanced direct mailings – with net profits still rising!
- > Standardized classification of pizza customer receipts from 1,800 U.S. corporate retail units for CRM analytics
- > Raised the precision of their pizza purchase prediction models from .8 to .95 – *in only 2 months*

If you're hungry for real-world insights into data quality, data analytics and statistical modeling from one of today's brightest consumer companies, this seminar is for you.



You've never seen your business like this before.



THURSDAY,
OCTOBER 30, 2003

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Guest Speaker

Keith A. Jones, PhD

Senior Marketing Technical Analyst, Pizza Hut

Mr. Jones is a Certified Quality Analyst (C.Q.A.) with 20+ years of experience in QA, analytics and research, and uses Teradata warehouses for the management of large-scale customer behavior and consumer marketing information. His articles have been published in *Computerworld*, *Enterprise Systems Journal*, and the *Journal of Data Management*.

Guest Speaker

Michael L. Gonzales,

President, The Focus Group, Ltd.

Mr. Gonzales is president of The Focus Group, Ltd., which guides organizations from the initial development phase of a data warehouse project to full implementation. He is a successful author and a frequent speaker at industry conferences. Mr. Gonzales also conducts popular data warehouse courses and seminars around the globe.

Free When You Attend!

The Tangible Dimensions of Data Quality for Warehouse Architects

All registered attendees will be given FREE access to this revealing white paper by **Michael L. Gonzales, president of The Focus Group, Ltd.**



- > Learn how to cleanse, integrate, and transform data into insight
- > Discover the five dimensions of data quality from the perspective of warehouse and BI designers and architects
- > Find the right tools and technology to deliver predictable, timely data and information content

Attend this FREE seminar from the convenience of your office. All you need is a standard web browser and a separate telephone line.

*For your local time, go to www.worldtimeserver.com.

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Take away a number of valuable data quality strategies and tactics from the likes of Pizza Hut and The Focus Group, Ltd.

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ATTENDANCE IS LIMITED! REGISTER NOW!