

The Teradata Center for Customer Relationship Management at Duke University –
creating thought leadership by advancing CRM through *research* and *learning*



TERADATA CENTER *for*
CUSTOMER RELATIONSHIP MANAGEMENT
at DUKE UNIVERSITY

Fuqua School of Business
1 Towerview Drive
Durham, NC 27708-0120
Phone: 919.660.1927
www.teradataduke.org

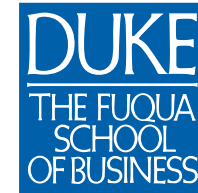
Teradata, a division of NCR Corporation, is a global leader in enterprise data warehousing and analytic technologies and services. It offers powerful analytical solutions that help businesses drive growth. Solutions include the Teradata database and analytical applications for CRM, operations and financial management, business performance management, and e-business.

www.teradata.com

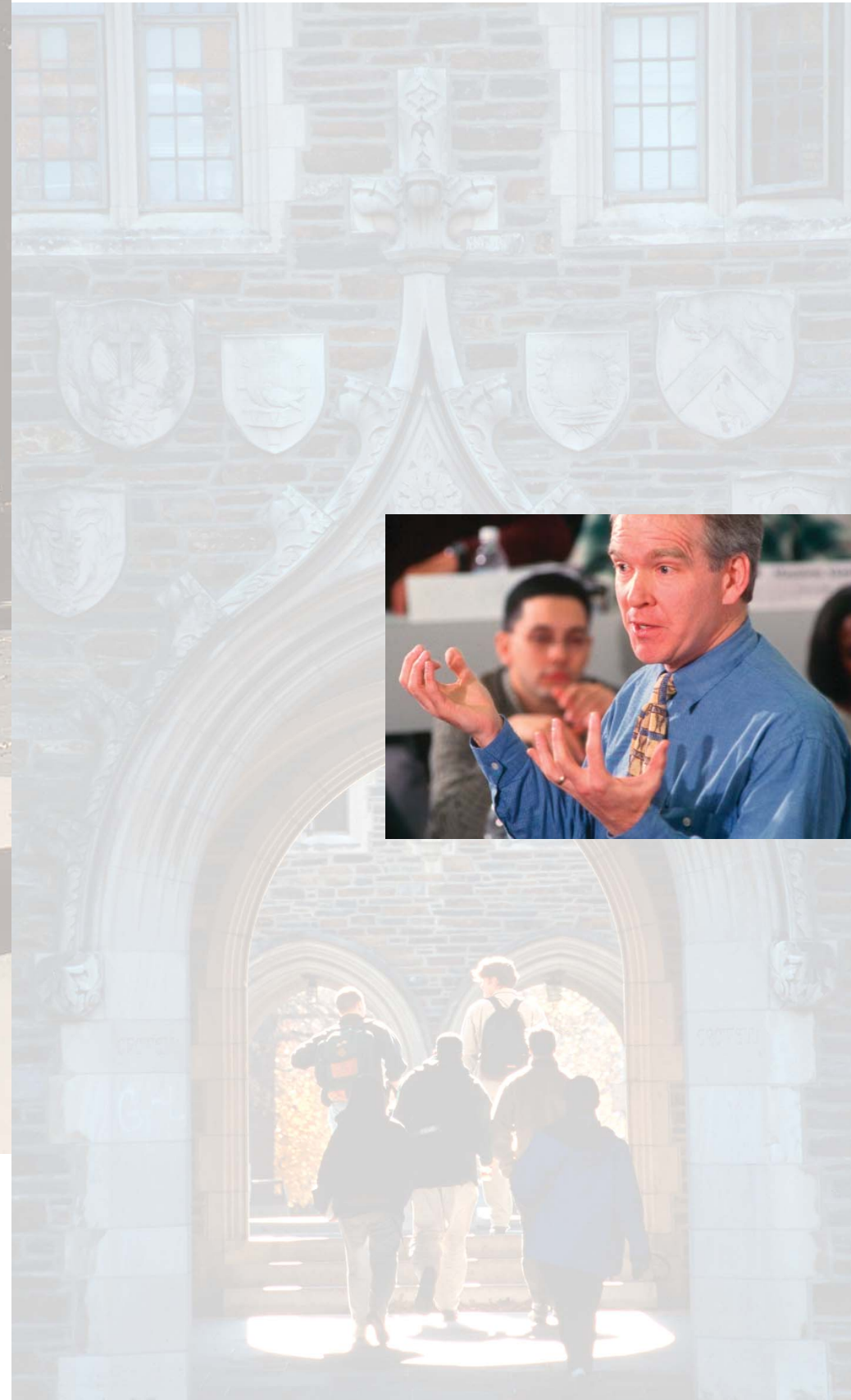
The Fuqua School of Business was founded in 1968. In 1980, J.B. Fuqua, Atlanta entrepreneur and philanthropist, provided a leadership gift that launched the school into national prominence. Since then no other business school has come so far so fast. By 1986, Fuqua was a top-ten business school. Most recently, Fuqua was ranked as the No. 7 school in the 2003 survey by *U.S. News and World Report*. Fuqua's meteoric rise to the top is in large part attributable to its guiding principle of leadership through collaboration and innovation. www.fuqua.duke.edu



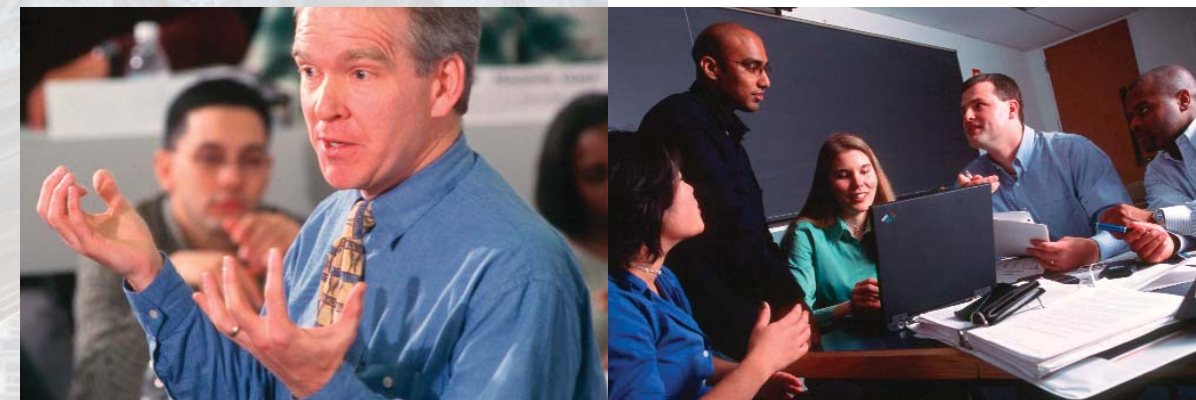
We Educate Thoughtful Business Leaders
Worldwide



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*Advancing CRM
through Research
and Learning*



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The Teradata Center for Customer Relationship Management at Duke University

(the Center) advances the field of Customer Relationship Management (CRM) through research and learning. This multi-million dollar global think tank, based at Fuqua, was established in January 2001 through a grant from the Teradata Division of NCR. Through this dynamic partnership between Duke and Teradata, the Center leverages the intellectual resources of a leading academic institution and corporation to merge theory and practical business experience, thereby, creating a world-class center in CRM research and curriculum design.



The Center's activities are wide-ranging and provide numerous opportunities for involvement and learning to researchers, students and executives. From supporting academic research to providing executive education courses and speaker panels, the Center is at the forefront of CRM advancement.

The Center prioritizes, facilitates and disseminates CRM-related works and research results in order to provide a greater understanding and appreciation of the field, in both the academic and practitioner realms. Through Fuqua's top-notch faculty and access to other corporate CRM resources, the Center is able to create thought leadership in this vital marketing area. We believe that the Center's work, findings and offerings influence the way corporations, students, and academicians view business in the 21st century.

Since its inception in 2001, the Center has become a leader and world resource in CRM research and learning.

CRM Research

Generating Knowledge through Research

The Center defines CRM as an enterprise-wide and customer-centric approach to maximizing customer value. Academicians, worldwide, are encouraged to submit proposals to the Center to support further investigation of this conceptual and analytical CRM principle. To this end, the Center provides financial (*research grants*) and non-financial (*datasets*) support. Access to datasets serves to drive model-based research as well as research in customer life-cycle management. In the past, the Center has awarded research grants for CRM-related research in the areas such as econometrics and customer profitability, consumer behavior, and firm strategy and integration. All proposals submitted to the Center undergo rigorous review by the Center's distinguished Research Review Committee. Providing researchers with robust critical feedback is an important function of this Committee.

CRM is an enterprise-wide and customer-centric approach to maximizing customer value.

The Center also publishes a *working paper series* showcasing works by Center scholars and grantees, provides sponsorship of *academic conferences* and recruits renowned CRM faculty as *visiting scholars* to the Center. Visiting Scholars have included chaired professors Scott Neslin (Dartmouth College), Sunil Gupta (Columbia University), Vithala Rao (Cornell University), and John Deighton (Harvard University).

To bridge academic and industry knowledge, the Center hosts *Response Modeling Tournaments*. These tournaments capture essential information pertaining to key issues within companies. An evolving foundation for future research, the tournaments are a milestone in advancing the understanding of key issues in CRM.

CRM Learning and Development

Disseminating CRM Knowledge

The Center provides learning opportunities both in the academic and corporate sector. The Center partners with *Duke Executive Education* to offer the "Managing Customer Values" program. This executive program for CRM practitioners is led by Fuqua faculty and CRM experts, Martha Rogers, Center co-director and partner in the Peppers and Rogers Group, and Julie Edell, Center scholar. Center scholars are continually engaged in teaching CRM-related courses in both daytime and executive MBA programs. To this end, the Center has produced and continues to develop *textbooks*, *video lecture series*, *case studies* and a *syllabi collection*. In addition to developing the *CRM curriculum*, the Center also features an *MBA Student Research Associates program*. In this program students gain CRM experience and learning through direct interaction with the Center scholars, exposure to several projects including case study development, and data documentation and analysis.

"The Managing Customer Value program uncovers some provocative issues on how companies are managing their most valuable customers."

Richard Crossland
Ford Division
Customer Relationship Marketing Manager



Building a CRM Community

Merging Theory and Practice

The Center is proactive in providing opportunities to engage the global academic and business community in CRM advancement. The Center enhances the CRM community by building alliances with distinguished business organizations such as Financial Services Exchange, Marketing Science Institute, the World Congress on Mass Customization and Personalization, and other academic institutions, worldwide. Not only does the Center provide *sponsorships* of special sections in academic and industry publications, but it also sponsors *CRM panels and speaker series* featuring scholars and industry experts.



To receive regular updates about the Center and its upcoming activities, please visit the Center's website at www.teradataduke.org.

Center Leadership

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CO-DIRECTORS

Bill Boulding
Bob Fair
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MANAGING DIRECTOR

Sanyin Siang

CENTER SCHOLARS

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Robert Garda
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John Lynch
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