

Information on Track

Getting Where You Want to Go with Teradata Solutions for Transportation, Logistics, and Distribution

The Road to Opportunity

Challenge is everywhere in today's global logistics industry. Fierce competition. Rising costs. Mergers and buyouts. The need to differentiate products and services from those of rivals. The need to continually contain costs, while simultaneously increasing revenue, market share, and profits. And, of course, the constant demand of managing, maintaining, and analyzing massive amounts of operational data while trying to respond to customer needs with the utmost speed and efficiency. Those companies that can effectively negotiate this ever-shifting landscape are the ones that will not only survive – but thrive.

Yet, all too many companies still rely on dated technologies, averages, and gut feelings to gather the information and insight they need to gain competitive

advantage and respond to their customers. And, just as often, that critical detailed information exists in disparate silos created through mergers and acquisitions, organized by department, geography, or functional area, creating unnecessary conflict, redundancy, and cost. The results? Businesses that operate inefficiently and can't quickly respond to customer demands or changes in the competitive environment, the certain outcome of limited availability to detailed data.

Bringing it all Together: The EDW Direction

Call it the Teradata way. Consolidate all your data in one place for all users to access and use. An enterprise data warehouse (EDW) from Teradata Corporation brings together all of your company's disparate data into a single repository to create information for an integrated, global view of your business – a single view of your business. Our leading-edge,

industry-specific analytical applications allow detailed information from every level of your organization to be easily mined, shared, and used throughout your enterprise for better, faster, fact-based tactical and strategic decision making. The benefits? With Teradata, you'll discover new relationships, leading to robust, new business opportunities. You'll simplify your business processes, increase operational efficiency, strengthen relationships between departments, and drive profitability and growth to new levels.

All of this, of course, is precisely what you'd expect from a company that has led the data warehousing industry for 25 years. Quite simply, Teradata's industry expertise is unsurpassed, with thousands of research, development, and service professionals dedicated to ensuring that Teradata solutions are solutions that work. We provide powerful technology that's easy to implement, easy to manage, and scalable to grow as your needs grow. That's why more than one million users via 1,900 systems in more than 850 companies around the world rely on Teradata solutions every day.

“The Teradata [solution] is easy to administer and gives us the ability to get fast answers to virtually any question we can ask. It's the only solution in terms of data volumes and treating complex requests that meets our needs.”

– Michel Croissant, Data Warehouse Manager, Chronopost



Information on Track

Railroad Merge: Teradata Puts It Right on Track

When two railroads merged to form one of the largest rail networks in the U.S., the new enterprise was faced with multiple environments, individual data silos, and different reporting systems that stretched across the two companies. By implementing an EDW, Teradata consolidated dozens of disparate transactional systems giving almost 8,000 users access to near-real-time information and the power to ask any question at any time. Plus, the new company saved millions of dollars through increased efficiencies and better asset utilization.

Enterprise Data Warehouse Planning: Big Step, Bright Future

By choosing Teradata, you'll change the way you conduct business. Now, that's a big step. But it doesn't have to be an overwhelming one. Teradata's Industry Consultants will work with you to bring powerful technologies designed specifically for the transportation, logistics, and distribution industry to your key business processes. Our full spectrum of service and consulting offerings includes:

- > Business and Data Discovery
- > Development and Integration
- > Data Mining and Advanced Analytics
- > Customer Education
- > Customer Service
- > Project Management
- > Management Services
- > Maintenance and Support

Teradata solutions can be uniquely customized to meet your company's specific requirements. We begin in one area by identifying your biggest challenge, then devise a flexible solution that delivers the highest return on investment (ROI) and

that can grow as your needs grow. Our battle-tested Teradata® Solutions Methodology defines the process flow as your project evolves through three major phases:

- > Planning
- > Design and Implementation
- > Support and Enhancement

This detailed process has helped us build many of the largest data warehouse infrastructures in the world.

World-Class Platform. Model Performance.

Of course, you can't build an effective EDW without the proper foundation. Enter the high-powered Teradata Database. Its patented parallel architecture delivers an industry-leading benchmark performance that easily handles the extreme processing

Electrifying Performance with Teradata

Implementing a Teradata solution, a global industry leader in electrical products distribution turns to Teradata to centralize data from standalone systems for consistent decision making across the enterprise. Queries which took hours before, now only take minutes. Additionally, they're discovering ways to save millions of dollars through discounts and rebates that were previously missed, and uncover pricing inaccuracies in point-of-sale systems. They're also using the warehouse to design and launch marketing campaigns, which are showing an increase in sales by more than 70%. With Teradata, they're seeing double digit growth quarter after quarter.

Information on Track

requirements that today's data warehouses demand. No wonder it's the basis of the world's most successful data warehouses.

On the platform of the proven Teradata Database rests the Teradata Transportation and Logistics Logical Data Model (LDM). Application-neutral and designed to support the enterprise, the Transportation and Logistics LDM lies at the core of our solutions for your industry. It leverages our vast experience with top transportation and logistics providers to bring together key information from every area of your business – customers, channels, products, and operations – for an enterprise-wide view of your data.

We'll tailor the LDM to address your unique needs and customize it to your requirements. By mapping these business-critical

“There is no other data warehousing solution out there that can handle the amount of data both operationally and revenue wise, and can integrate it all for users to gain instant knowledge from a single view of the business.”

– Phil Gollhofer, Data Warehousing Manager, Burlington Northern Santa Fe Railroad

data relationships before you build your Teradata solution, the Transportation and Logistics LDM shaves months off design and development time for a faster, measurable ROI. Plus, because critical core information is in your warehouse from the start, and because of the LDM's flexible, modular design, you can quickly and cost effectively develop new strategic applications and react to fresh business opportunities.

Data Mart Consolidation: So Long Detours, Goodbye Roadblocks

Data stovepiped in separate departmental data marts scattered throughout your company can cause serious roadblocks to the kind of powerful, big picture analysis you need to really know your business and your customers better. That's why consolidating your data marts into an EDW from

The Trouble with Data Marts	The Beauty of Enterprise Data Warehousing
> Costly to maintain redundant data	> Increases efficiency for lower cost
> Errors in analysis and reporting	> Easier to maintain than multiple data marts
> Difficult to share data	> No redundant data which means a single, consistent view of your business
> Departments have slightly different data sets resulting in multiple views of the business – and less than confident decision making	> Users have immediate access to the same data from a single data repository
> Reluctance to share data among departments because of flaws	> Integrating formerly unrelated data can help develop powerful new insights
> Usually provide data in summary form, not detailed form, making meaningful analysis difficult	> Puts information in the hands of those who can take immediate action
> Difficult to add new business processes or change data requirements without involving IT	> Supports new business processes and requirements with minimal effort

Information on Track

Car Tracking: Teradata Working on the Railroad

Using Teradata solutions, one of the largest railroads in the U.S. can provide more than 1,500 external customers access to their individual shipping information via the web. Consequently, calls to the company's national customer service center have fallen 35%. The railroad's 1,000+ internal users are benefiting from Teradata as well. Terminal superintendents and rail yard managers can now increase traffic fluidity and reduce congestion by easily tracking and identifying cars staying too long in one location. Plus, analysis enabled by the Teradata solution will save the company \$2 to \$3 million by helping to streamline the movement of their rail cars on tracks owned by other carriers resulting in car hire rental fees.

Teradata is such an important step. With access to an integrated, single view of your business, employees everywhere – including those making decisions critical to your company – can get the kind of deep knowledge that can help them make better decisions, take better actions, and ultimately boost the bottom line.

Of course, consolidating data marts can save you money, too. The cost of hardware, software, maintenance, and staffing for one data mart approaches \$2 million per year. Multiply the cost of maintaining and synchronizing this often redundant data by the number of data marts in your company, and you'll undoubtedly get a number that's nothing short of staggering. By consolidating your data marts into an EDW from Teradata, you could save millions per year in licensing, maintenance,

and personnel costs. Those savings year after year mean a low total cost of ownership – the kind of TCO you need to operate efficiently.

Better Solutions. Better Opportunities.

Teradata Solutions for Transportation, Logistics, and Distribution are designed to tackle the areas of greatest need in your industry and are specifically focused on key ways in which you can improve your company's business opportunities. Our consultants – experts in the transportation and logistics industry – can help identify and prioritize your particular needs, tailor a customized solution, implement that solution, and measure your ROI. Through analysis of detailed data from throughout your company, Teradata solutions uniquely address areas such as:

Financial Management – designed to link key operational data with financial information to maximize revenue, minimize cost, optimize capital allocation, and hedge against risk.

Teradata solutions will enable you to:

- > Analyze integrated, detailed, enterprise-wide financial performance data to support better decision making in every aspect of your business.
- > Examine pricing and discounting strategies from different viewpoints and analyze company goals relative to volume, yield, and profitability.
- > See detailed expense data in any dimension, such as region, division, department, or vendor, allowing you to more closely monitor compliance with spending policies, improve employee spending behaviors, and reduce overall expenses.
- > Get an integrated, centralized view of all payables, receivables, and inventory for more efficient asset/liability management, better cash flow, and improved return on assets.
- > Identify the most profitable customers, negative profit trends, and growth opportunities.
- > Acquire the knowledge to minimize exposure to risk and related costs due to theft, damage, injury, accident, fraud, and regulatory compliance.

Information on Track

Solutions That Keep Your Business Moving

Logical Data Model

Teradata's Transportation and Logistics Logical Data Model is the business intelligence framework and the foundation for a powerful and flexible enterprise data warehouse. This LDM provides enterprise cost savings, quick ROI, fast answers to business questions, short technology implementations, low risk, and near one-to-one mapping to the physical model. And, it integrates inventory, track and trace shipping, CRM, financial management reporting, and radio frequency identification support data.

EDW Roadmap

The Teradata EDW Roadmap for Transportation, Logistics, and Distribution is a state-of-the-art visual tool used to intelligently plan the implementation of a transportation, logistics, and distribution company's EDW strategy. The EDW Roadmap visually maps your company's informational and analytical capabilities and requirements to your business improvement opportunities. The EDW Roadmap enables a company to determine the data elements required for accurate performance measurements supporting management objectives. You can then use this information to expand or grow a data warehouse based on added value to the company and available data resources. The EDW Roadmap can also be used to identify data sources to integrate into the warehouse at low cost and high impact.

Teradata SeeChain for Supply Chain Management

Teradata SeeChain will provide visibility into supply chain activities to improve performance issues such as yield, quality, customer support, and reliability. The Teradata SeeChain solution is a highly configurable, web-enabled, enterprise-wide suite of packaged analytical applications. Teradata SeeChain provides complete visibility into all orders, shipments, status, and inventories; allows you to predict the impact of schedule changes to your forecast; and provides automated exception monitoring and alerts for maximum management impact on decision making activity, prioritization, and service levels. It captures and analyzes massive amounts of data from disparate data sources, allowing interaction and tailored analysis of your most important issues.

Teradata Customer Management

The Teradata Customer Management solution includes a full line of integrated models, methodologies, processes, tools, and services to help transportation, logistics, and distribution companies better manage customer relationships, based on a common understanding of all interactions, insight into customer behavioral characteristics, and targeted communications based on this knowledge. The Teradata Customer Management Solution includes integrated modules addressing six major sets of functionality: Single customer view, analysis, dialog management, interaction management, communication optimization, and marketing resource management. The integration of these modules enables marketing analysts to understand what each customer needs and values most, model customer interaction behavior, identify significant customer events, and rapidly deploy communications to address these events and issues. Users can personalize messages and optimize relationships with customers through the most effective interaction channels while continually measuring results.

Teradata Profitability Analytics

Teradata Profitability Analytics enables transportation and logistics companies to improve profits by mathematically calculating current and lifetime values of customers, shipments, services, channels, and offers, based on cost and revenue relationships of a defined object, such as a customer, package, lane, hub, or network. The suite has a graphical user interface with multi-dimensional data views, improving your ability to make informed business and customer management decisions.

Teradata Finance and Performance Management

The Teradata Finance and Performance Management Solution delivers real-time decision making and financial analysis. By integrating all financial data into a Teradata system, information used to make critical decisions will be consistent across the enterprise providing a single view of your business. Teradata Finance and Performance Management addresses several challenges you face as a senior financial manager, including financial reporting and analysis, enterprise performance management, and compliance infrastructure.

Information on Track

Customer Management – designed to establish meaningful and timely dialogue with customers to drive satisfaction and loyalty and boost revenues.

Teradata solutions will enable you to:

- > Accurately calculate and measure a customer's overall profitability using individual customer behavioral data instead of assumed averages.
- > Identify and retain high-value customers likely to defect, resulting in growth of revenue and increased profitability and shareholder value.
- > Detect behavioral events and changes in usage patterns, and then create relevant customer communications, such as special offers, to reduce the likelihood of defection.
- > Increase overall customer wallet share, revenue, customer profitability, and campaign ROI.
- > Reduce the cost of new customer acquisition by pinpointing the right communication channel and targeting those most likely to buy.
- > Determine which channels provide the most and best customers and revenue per dollar spent.
- > Integrate the customer experience across multiple channels, determine how new channels influence the use of old channels, distinguish which channels are most profitable, and design a migration strategy to move identified customer segments to more profitable channels.

Improving Business Opportunities

Companies in the Transportation and Logistics industry using Teradata solutions include:

- > APL
- > Burlington Northern Santa Fe Railroad
- > Cardinal Health
- > Chronopost International
- > Czech Post
- > Deutsche Post
- > Australia Post
- > China Post
- > Post Italiane
- > DHL
- > GE Capital Rail Services
- > Hughes Supply
- > Norfolk Southern Railroad
- > Overnite Transportation
- > Toshiba Logistics
- > TNT Express
- > Union Pacific Railroad
- > United States Postal Service
- > Vector SCM
- > WESCO Distribution
- > YRC Regional Transportation

The Right Solutions, Right Now: Teradata Delivers

When it comes to providing complex analytical solutions and data warehouse design for transportation, logistics, and distribution, Teradata delivers. We have a 25-year track record of helping companies like yours manage large volumes of data extracted from multiple operational systems. And we've helped them use that data to empower employees, discover relationships, and build critical business insight.

Right now, you'll find enterprise data warehouse solutions from Teradata in half of the world's transportation logistics companies. Our customers also include

many of the world's most successful airlines, railroads, postal and package delivery companies, expedited carriers, and logistics companies. It's because we understand the unique challenges you face everyday that we offer such a broad spectrum of services. And that understanding allows Teradata to customize those services to your business needs.

For More Information

To learn more about how a Teradata solution can help you grow a better, more productive business, contact your local Teradata representative or visit Teradata.com.

Teradata Solution Top Ten Reasons

Need another reason why Teradata is the partner and solution you need? How about 10 of them?

- 1 The Teradata Database**
Teradata Database is the powerful, scalable, self-managing, parallel foundation of Teradata solutions.
- 2 Effortless Scalability**
Start small and grow your database with your operations seamlessly.
- 3 Ease of Management**
Spend less time doing database administration tasks and more time solving business problems.
- 4 Reduced Risk**
Teradata focuses on data warehousing solutions so you can focus on your core strategy.
- 5 Industry-leading Data Solution Expertise**
Teradata pioneered data warehousing and offers the world's best and most experienced people using a patent-pending methodology.
- 6 Seamless Mainframe Integration**
Teradata offers optimized bi-directional, high-speed channel connectivity to mainframe environments.
- 7 Mission-critical Availability**
Teradata solutions are the proven industry leader with the highest data warehouse availability.
- 8 Investment Protection**
More data volume + more users = a whole new system? Not with Teradata. Easily expand on your original system investment as your business needs grow.
- 9 Quickest Time to Solution**
Teradata delivers an integrated solution that's ready to work right out of the box.
- 10 Proof Beyond Claims**
Don't take our word for it. Ask the companies who are leaders in their industries, putting Teradata to work every day.

Teradata continually improves products as new technologies and components become available. Teradata, therefore, reserves the right to change specifications without prior notice. All features, functions, and operations described herein may not be marketed in all parts of the world. Consult your Teradata representative or Teradata.com for more information.

Copyright © 2003-2007 by Teradata Corporation All Rights Reserved. Produced in U.S.A.