

Teradata Logical Data Model and Enterprise Data Warehouse Model

Plan Your Route to Success

The travel and hospitality industries are going places. And like travelers everywhere, you need a map to pinpoint the best route to your destination. Specifically, the diverse businesses that compose the travel and hospitality industries – everything from airlines, travel agencies, and air freight carriers to hotels and casinos – need a 360-degree view of operations. Why? So you can integrate insight into customers and give your decision makers more relevant information.

Can you answer these questions?

- > Do your marketing managers know which demographics, channels, and behavior characteristics differentiate profitable from unprofitable customers?
 - > Is customer loyalty and service differentiation based on a comprehensive analysis of purchase activity, channel preference, travel patterns, and scope of influence; or on a static, one-dimensional mileage or points-based model determined by distance flown or revenue generated?
 - > Do your product managers understand how customers behave and respond to various promotional offers or operational impacts to maximize marketing dollars and efforts to improve response rates?
 - > Do your customer-facing representatives understand the service level that should be provided based on a customer's history, preferences, the value he or she provides, and any recent developments in the operational delivery of your service?
 - > What's the profitability of your business by geography, business unit, and product line?
 - > How do your actual results compare to budget? Which areas have the greatest variance from plan results?
 - > What's the ratio of outstanding accounts receivable invoices to outstanding customer orders?
 - > Which nights during the specified period are sold out at property A, while other properties in the same market are below 90%?
 - > How can I reduce delays and cancellations due to maintenance reasons?
 - > How can I improve program performance through early warning indicators and the ability to analyze *what if* scenarios?
 - > How can I increase asset readiness and effectiveness by providing visibility to maintenance and supply issues, and enabling the pinpointing of root causes?
 - > Which are the best and worst performing slot machines, in terms of dollars, during period X, and what commonalities might indicate why?
- These are the kinds of critical business questions successful companies are asking every day. And they're finding the answers by leveraging the Teradata® Travel and



Hospitality Logical Data Model (T&H-LDM) and the Teradata Travel and Hospitality EDW Roadmap (T&H EDWr). The Teradata T&H-LDM is a comprehensive, flexible blueprint of how data are organized within a Teradata system. It provides the structure to address key issues from managing customer relationships and closing your books quickly and accurately to managing asset maintenance and personnel scheduling. And it lets you do all that across multiple business areas.

The Teradata Travel and Hospitality LDM graphically diagrams the relationship of data extracted from disparate data sources to provide an enterprise-wide view of your business – from marketing and operations to back office functions, such as accounting, security, and customer relations. It supports a one-to-one relationship between the LDM and business areas with an enterprise perspective so it can easily expand as your business – and your business questions – grow.

And because the Teradata model is in third normal form, data are stored only

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once in the warehouse. No data redundancy means you don't have to reorganize the entire model every time you want to ask a new business question.

The Teradata Travel and Hospitality EDW Roadmap is a business planning tool that contains a wealth of knowledge about the key business questions and metrics required for the travel and hospitality industries. The information in the model is used by our Teradata consultants to work with you to develop a phased plan for moving from a data mart to an enterprise resource.

The Teradata T&H-LDM and EDWr make it easier to see what data you need to solve specific key business improvement opportunities. The information in these tools has been built up over time by our Travel and Hospitality industry experts and represents Industry best practice for data warehouse utilization. These models form an industry knowledge repository that speeds Teradata's ability to deliver an enterprise data warehouse. Teradata helps eliminate the stovepipe approach to accessing data and, most importantly, gets the IT people and the business users focused on connecting their individual pieces to the broader company strategy.

Keep Pace with Change

Because the T&H-LDM integrates operational information about customers, channels, and events into a centralized data warehouse, you can react immediately to new opportunities in your business. The Teradata T&H-LDM ensures that your data warehouse always contains the data and information on which business decisions can be reliably tested, analyzed, assessed, and monitored.

The Teradata T&H-LDM and EDWr are part of the Teradata Travel and Hospitality Solution Portfolio, an enterprise-wide solution that provides easy access to information from all your business operations. These tools support passenger airlines, car rental companies, cruise lines, passenger rail operators, travel agencies, GDSs, hotels, and casinos. They also provide insight into many industry areas, including:

Revenue Management – Perform multi-dimensional analytics, such as drill down and drill across, to investigate exceptions to demand and booking patterns for future flight or lodging activity, historic trend insight, and previous market activity comparisons.

Consumer Activity – Track consumer behavior from Looking, Booking, through Travel Experience; consumer initiated communication tracking and defection rates.

Customer Value – Analyze revenue generated versus miles flown, consumer profitability, lifetime value, and usage trends.

Fraud Detection – Identify ticket abuse, flight irregularities, booking irregularities,

LDM Builds Value for Your Business

Strengthen competitive advantage and insight

Gain insight into how every aspect of your business is performing by modeling relationships between departments.

Reduce development time

Leverage the LDM modular architecture to save valuable data warehouse development time, as well as considerable human and financial resources, resulting in faster time to market and return on investment.

Maximize ROI

Use proven modeling methodologies and experienced Professional Services consultants to avoid the common – and expensive – pitfalls inherent in building a data warehouse.

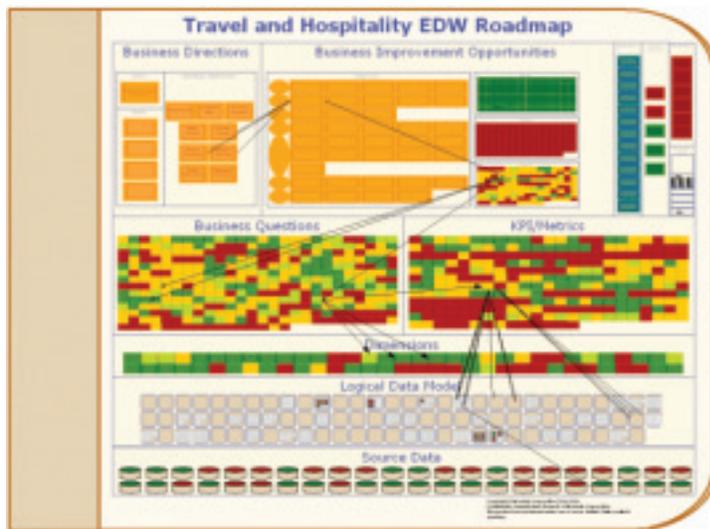
Increase flexibility

Provide easy flexibility without rearchitecting your data warehouse. The T&H LDM adapts and extends as your business grows and changes or as new subject areas, entities, or sets of attributes arise. It makes it easy to add enhancements and new applications without rearchitecting your data warehouse.

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Teradata EDW Roadmap: Your Route to Success

The connection between technology and business objectives can sometimes be blurred. Yet it's essential you get a clear picture of how your technology is supporting your business goals and strategies. What questions do you want your data warehouse to answer? And what are the metrics behind those questions?



The Teradata Travel and Hospitality EDWr is a planning tool to:

- > Select and prioritize what subject areas to add.
- > Identify data reuse opportunities.
- > Build a business case for the value of your data warehouse.

That's because it puts a business context around your LDM, linking specific attributes to business questions and KPIs so you can see how data relate to the way you operate your business. The Teradata Travel and Hospitality EDWr also spotlights the importance of Teradata's load once, use many times approach to data warehousing. It shows how the same data can be used to address multiple business improvement opportunities (BIOs).

With the Teradata Travel and Hospitality EDWr, the linkages between data and a specific BIO are very clear. You can also see which business questions are critical to achieve your goals. The ability to prioritize business questions and data needs allows you to allocate resources better – and develop more effective plans. Another benefit is to see how the data warehouse provides value to your business through the specific objective statements, required analysis, and necessary actions, and through the corresponding results of every potential improvement opportunity, from reducing costs to increasing customer satisfaction.

agency misconduct, employee misconduct, and customer misconduct.

Web Activity – Analyze consumer interactions, patterns, and usage analysis; channel effectiveness; and ad effectiveness.

Loyalty Programs – Analyze flight, booking, and ticketing patterns by program participation level; promotional response analysis; redemption usage analysis; value determination; and liability monitoring.

Maintenance, Repair, Overhaul (MRO) – Support purchasing and contracting, inventory levels and allocations, component maintenance scheduling/prioritization, reliability management, line and engine maintenance, and aircraft overhaul.

Air Cargo – Support air waybill tracking, maximum lift capacity and cargo revenues, better Universal Load Device (ULD) utilization, and customs processing.

Hotel and Gaming – Support call center (structured responses and unstructured text), retail sales, gaming, and asset tracking for casinos, as well as player activity monitoring; calendar event management; food services, speed of service; special hospitality activity reservations and tracking for golf, dining, and special events; group event activity tracking, and hotel support for property layout, room rates, reservations, housekeeping, asset tracking, and revenue tracking.

Financial Management – Measure and manage financial performance, identify trends in financial statements, and perform multi-dimensional analysis of financial results.

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Why Teradata?

Because data warehousing is all we do. Only Teradata Corporation can deliver a successful 25-year track record of helping organizations like yours leverage their business data for analysis and decision making. We understand the problems and critical success factors associated with data warehouses better than anyone in the industry – and we know how to put our experience to work solving the issues that mean the most to you.

We also deliver the right people, products, and services that can help you make your data warehouse solution even stronger.

Teradata Travel and Hospitality Industry consultants, for example, guide your data model development and enterprise data warehouse roadmap planning to support your business needs. They can work with you to prioritize and translate your business issues and direction into an effective data warehouse strategy that delivers the strongest ROI. And Teradata has a built-in foundation of industry knowledge, global customer support services, and world-leading hardware technology – a combination of strengths unmatched in the industry.

That's why our customers include some of the world's leading travel and hospitality

companies, including the six most profitable airlines and many of the most respected rail operators, express freight carriers, rental car companies, hotels, and gaming companies.

For More Information

To learn more about how these Teradata tools can provide structure and discipline to the complexities of your data warehouse and how they can facilitate communication between business users and IT analysts for a common understanding of vital business concepts, contact your Teradata representative or visit Teradata.com.

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