

A Powerful Partnership for Postal and Package Delivery

In a time of widespread deregulation, postal agencies are wrestling with new competitive pressures, including established companies and new entrants who can gear their business to the most profitable customers and opportunities. Package delivery companies must continually drive profitable growth in a highly competitive market.



To respond, organizations like yours must successfully pursue two key goals: improve strategic and tactical decisions by leveraging a single, 360-degree view of your business; and optimize resources in this labor and capital intense sector.

Teradata Corporation can deliver the technology that lets you achieve those goals. An industry leader in enterprise data warehousing for the postal and package delivery sector, Teradata's client list includes DHL, Deutsche Post, the U.S. Postal Service, TNT Express, Australia Post, China Post, and Poste Italiane.

Consolidating Data Creates Competitive Advantage

Postal and package delivery companies manage complex networks and operations, requiring detailed data from multiple source systems from anywhere along the supply chain, across internal silos, and the offices of corporate customers. Those multiple data sources make it difficult to get a clear view of your business; in turn, companies often struggle to prioritize and act on business improvement opportunities. Consolidating your disparate data sources within an enterprise data warehouse (EDW) creates the single, reliable view of your business that you need.

An EDW's value begins with improved reporting on past events, providing you a much clearer picture of what's working and what's not. As your use of the data warehouse becomes more sophisticated, you can apply powerful analytics to your data, enabling you to understand why things happened in the past – and see more clearly areas for improvement. The next step is predicting what will happen in your business (e.g. which customers will buy in volume during the coming holiday season or what market segments represent the best opportunity in the future), which allows you to plan and act accordingly.

As your EDW reaches its full potential, you'll be able understand and respond to any event trigger, as it occurs, with the proper response, through the proper channel. When a high-value customer has a particular need, you'll not only recognize that moment, but also immediately understand how best to meet that customer's need. In addition to enabling customers to track shipment status, you can ensure service level agreements are being met, your route network is optimized, and profitability is maximized. The result will be improved customer loyalty, operational efficiency, and profitability.

A Step-by-Step Implementation Linked to Business Priorities

A promise is one thing, but execution is everything. Successful implementation of an EDW requires careful planning; companies that don't thoughtfully plan their EDW implementation – or try to do everything at once – often struggle. It's critical, therefore, that you understand and prioritize your strategic business objectives and stage your implementation according to your most immediate needs.

Teradata delivers through a proven methodology. It's an approach Teradata has perfected in some of the most successful data warehouse implementations in the world, from postal and package delivery, to retail and government to manufacturing and financial services.

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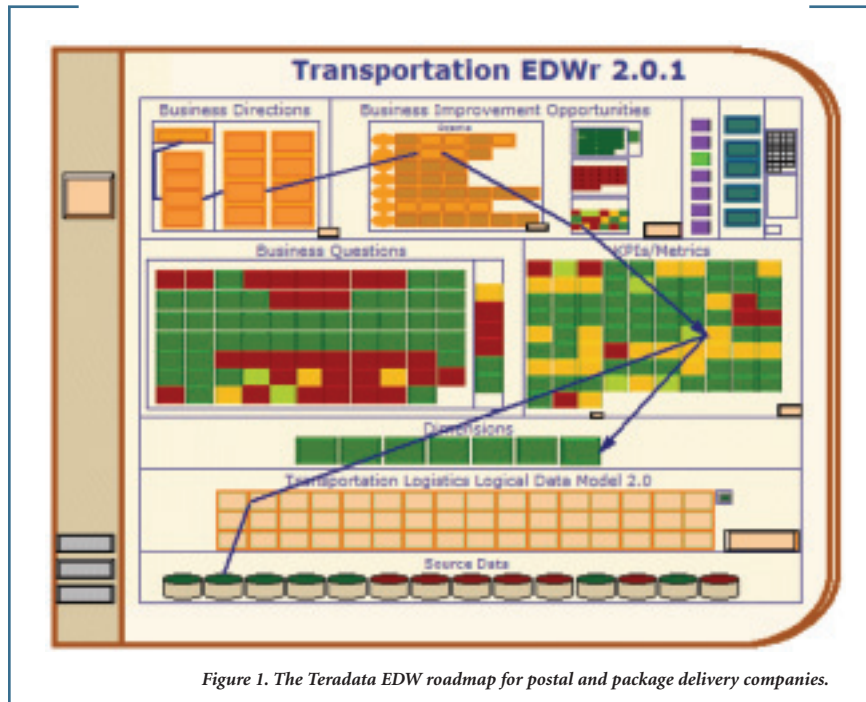


Figure 1. The Teradata EDW roadmap for postal and package delivery companies.

Every Teradata implementation begins with an EDW Roadmap – our state of the art planning tool that includes a visual model for aligning your IT capabilities with your business needs. Because our roadmap offers clear demonstrable value from linking organizational objectives, to business questions, and key performance indicators, through to the data and helps you prioritize, document, and communicate business improvement opportunities.

A Data Model Tailored to Postal and Package Delivery

Building any structure, whether it's a better house or a better business, requires a plan – a blueprint. The same is true for building a data warehouse: you need to start with a blueprint to lay the foundation for better analysis. You need a plan tailored to *your* business model and *your* objectives, a plan you can be confident will put all the pieces together perfectly.

The Teradata® Logical Data Model is your plan for your EDW – a carefully architected plan for your data today and in the future. Any data warehouse implementa-

tion depends first on how you organize the data. The Teradata logical data model (LDM) is a way of organizing business data that reflects a clear understanding of how people use and need information in your industry.

Our LDM provides support for third- and fourth-party logistics, as well as for integrated financial analysis and RFID (Radio Frequency Identification). It is also ideally suited for working with Teradata applications, such as our Customer Relationship Management suite, Teradata Value Analyzer, and Supply Chain Intelligence solutions.

The Teradata EDW Roadmap and LDM together provide a firm foundation for improvements across your organization.

Supply Chain Improvements

Teradata's SeeChain solution creates an analytical environment that enhances network visibility and optimizes capacity. This plays out in a number of critical areas:

- > Geographical network failure analysis indicates management issues, station under performance, and process failures as they occur.
- > To support rate case justification, mail analysis capabilities allow you to see the true costs of transportation and mail volumes.

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- > The ability to constantly evaluate product portfolio and product mix helps you determine which products and services are in demand, when and where they're in demand, and who is demanding them.
- > Finally, track and trace analysis capabilities help ensure service level agreement (SLA) compliance through proactive alerts and near-real-time status messages, as well as profitability analysis of line hauls, trucks, and customers.

Financial Management Improvements

Teradata's Finance and Performance Management solution provides finance and business managers with market-leading data sourcing, warehousing, and analytic capabilities. This comprehensive suite of products and services helps finance organizations improve the speed and quality of their reporting and processes, increase the reliability of their compliance efforts, and proactively manage enterprise performance, allowing you to:

- > Streamline closing processes and avoid surprises.
- > Drill to the lowest level of detail to examine exceptions and irregularities.
- > Reliably analyze performance against budgeting and trending, as well as prior reporting periods.

- > Compare allocated costing to activity-based costing.
- > Compare revenue data to mail volume data.

Profitability Analytics from Teradata provides multiple measurements and views of profitability. The Teradata solution provides the detailed enterprise profitability reporting and analysis that leads to enhanced decision making. Instead of using traditional averages and summary information, Teradata Profitability Analytics uses detailed data to calculate the current and lifetime values of customers, products, and services.

Customer Management Improvements

Teradata's CRM solution integrates advanced analytic business intelligence with sophisticated marketing communications to help companies identify profitable marketing opportunities and increase ROI.

Powerful customer management tools help you not only better understand the needs, challenges, and value of your customers – but enable you to readily meet the needs of those who matter most.

Imagine performing insightful sales and demand analysis from customer, geography, and time through mail, merchandise, and service type. These analyses increase sales and inventory turns and decrease lost sales and overstocks.

Moreover, a single view of your business allows you to quickly recognize, acquire, and retain the highest value customers. Using your detailed understanding of customer behavior and preferences, you'll tailor immensely effective communications and bring customer service to unprecedented heights.

Human Resources Management Improvements

Labor utilization reports and employee analysis help you enhance workforce productivity and support labor negotiations. Detailed payroll reports improve budget estimates and workforce planning. Fraud analysis tools draw on warehouse data to identify potentially fraudulent transactions and reduce employee fraud.

Master Data Management

Many postal and package delivery companies have multiple systems that require the same information – the same set of master data. Master data is data shared across systems, such as lists of customers, suppliers, accounts, or organizational units, and is used to classify and define transactional data. Misaligned and inconsistent master data can cause costly data redundancies and misleading analytics. The accuracy and completeness of data directly impacts the decision making process.

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The Teradata Master Data Management solution provides:

- > A single source and single view of all of the data assets across the company's customers, products, and vendors.
- > Dramatic improvements in data quality.
- > A consistent way to aggregate and distribute the data to all the applications and users who need them.

Teradata Virtual Access Solution for Use with SAP Business Information Warehouse

Integrating data from Teradata Database with SAP® Business Intelligence opens vast new stores of data for SAP users. By combining Teradata's analytic capabilities with SAP's business intelligence capabilities, users get near-real-time insight into the large data volumes that drive operations and business growth.

Upon loading data from various sources, SAP Business Information Warehouse (SAP BW) creates information cubes (InfoCubes) that end users can query. The Teradata Virtual Access solution automatically drills queries through to Teradata Database, which, in turn, sends the query results back to SAP BW. The Teradata Virtual Access solution uses virtual InfoCubes to provide this SAP BW view. The virtual InfoCube is a cube that is subsequently populated and is

transparent to the end user. This provides a single point of entry for all queries, regardless of the underlying repository. Users gain full access to granular data, stored in Teradata Database, via SAP Business Explorer or other existing user tools.

Teradata Virtual Access integration provides two clear benefits. First, with no additional training, end users can continue to use SAP application data and access this information in Teradata Database, through the SAP Business Explorer Analyzer and web-based queries. This capability provides access into detailed and historical SAP data, in Teradata Database. The integration also allows you to leverage one BI tool with your Teradata system, lowering TCO and reducing complexity, while capitalizing on your SAP investment, including SAP business content. Second, SAP end users can also access non-SAP data, thus extending the value of enterprise business information.

Retail and Demand Planning

The Teradata solution integrates all transactional information from counter point-of-sale systems, self-service kiosks, and automated postal service units. Through the capture and analysis of operational data, Teradata helps postal organizations expand access to postal services, optimize staffing, improve customer service, reduce fraud, and improve post office efficiency and productivity.

Teradata Demand Chain Management solutions drive significant ROI through improved customer service levels and reductions in unproductive inventory at post offices and retail outlets. The highly accurate consumer demand forecasting eliminates the guesswork, while delivering increased sales, improved inventory turns, and real ROI.

Accenture Partnership

Teradata has partnered with Accenture®, a leader in the postal and package delivery industry, to bring a complete solution to the market. Accenture postal solution providers combine postal industry insight with strategic business practices to help lower overhead and streamline operations throughout your supply chain – allowing you to provide increased value through better service and lower costs.

This partnership combines world-class enterprise data warehouse technical expertise with supply chain and process engineering expertise, enabling even more robust, game changing solutions that integrate readily with your existing IT investments.

Finely Tuned Business Intelligence for Postal and Package Delivery Organizations

The ever changing world that postal agencies and package delivery companies now inhabit demands technology solutions

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you can tailor to the precise needs of your business. That's exactly what you get with the offering from Teradata and Accenture.

We begin by understanding the strategic needs and tactical realities of your business, and then create a decision-making environment that draws on the most complete, reliable, and up-to-date information about your business and your customers. The result is you'll be able to answer any question, by any user, at any time. And there's more.

Our expertise extends beyond the postal and package delivery industry. Teradata has installed more than 1,900 data warehouses (and accompanying applications and tools) for more than 850 unique customers across numerous industries and geographies. And Teradata solutions provide the highest levels of scalability, speed, and availability in the world. Clients include seven of the ten largest global airlines and six of the ten largest transportation logistics companies, along with many of the world's largest retailers and

financial services companies.¹ To support these implementations, Teradata has 2,000 consultants in more than 100 countries ready to turn your key business issues into an IT strategy that will deliver the strongest possible return on investment.

For More Information

To learn more about the benefits of this offering and to see how we can help you build a better agency, contact your Teradata representative or visit Teradata.com.

¹Rankings are based on the ten largest companies in each segment as reported in the July 2006 Fortune global 500 list.

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