



## Teradata Launches Transportation LDM 1.0 to Help Companies Optimize Decision Support Systems

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Trucking, Rail, Ocean Shipping, Air Cargo, Postal, Package  
Delivery and Logistics Companies All Can Benefit from New Solution

Teradata, a division of NCR Corporation (NYSE:NCR), today announced the release of Transportation Logical Data Model (LDM) 1.0, which delivers a comprehensive and flexible approach for companies striving to improve their bottom-line results by creating a unified, standard view across different functional areas and business units, assuring business users' requirements from a data warehouse are met. The new solution supports all segments of the transportation industry, including truck-load carriers, less-than-truck-load carriers, railroads, ocean cargo carriers, package delivery, postal, distributors, third-party logistics and fourth-party logistics.

Transportation LDM 1.0 provides users with a graphical representation of the information requirements for a data warehouse environment, defining the information elements required to provide a model of an enterprise's business information.

"The advantage of the Teradata(R) Transportation LDM is that it is modeled to reflect how a transportation company conducts business. Business users have a fully integrated model with hundreds of entities and relationships, which provides capabilities that cannot be realized with a dimensional model," said Brendan Hickman, Teradata's vice president of travel and transportation. "For example, a dimensional model could answer what your top markets are but may not be able to tell you why or which of those markets were influenced by your top customers. The Teradata Transportation LDM contains a subject area for data mining, and when this is employed business users can use advanced analytical techniques to discover hidden patterns or relationships between data elements they did not know existed. This can provide business insight into things like maximizing customer revenue or improving route performance."

The Transportation LDM 1.0 serves as a road map for achieving cross-functional data integration in an organization, which allows for extension and expansion and assists in application development through common definitions and standards. It also controls data redundancy and access to standards, aids the communication between technical and business constituencies and imposes a rigorous technique for a stable and reliable enterprise data warehouse environment.

"The benefits of the Transportation LDM include providing a single data source for more effective marketing, better customer relationships and improved competitive advantage and giving added insight into every aspect of an enterprise to improve performance," said Steve Dworkin, Teradata's vice president of travel and transportation marketing. "It creates the foundation for an integrated, subject-oriented base of strategic business information for decision support and analytical environments, and has a modular architecture that lets companies control implementation costs and time-to-value."

### About Teradata Division

Teradata, a division of NCR Corporation (NYSE: NCR), is the global leader in enterprise data warehousing and enterprise analytic technologies and services. For more information, visit [www.teradata.com](http://www.teradata.com).

### About NCR Corporation

NCR Corporation (NYSE:NCR) is a leading global technology company helping businesses build stronger relationships with their customers. NCR's ATMs, retail systems, Teradata(R) data warehouses and IT services provide Relationship Technology(TM) solutions that maximize the value of customer interactions. Based in Dayton, Ohio, NCR ([www.ncr.com](http://www.ncr.com)) employs approximately 29,500 people worldwide.

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