



Teradata Announces Logical Data Model for Travel

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Provides single data source of strategic business information for airline, travel agency, bus, rail, cruise line, lodging and car rental companies

Teradata, a division of NCR Corporation (NYSE: NCR), today introduced the Teradata(R) Travel Logical Data Model (LDM) 1.0 to assist airline, travel agency, bus, rail, cruise line, lodging and car rental companies in creating an architectural blueprint of the information requirements for a Teradata(R) warehouse prior to implementation.

An integrated, subject-oriented base of strategic business information, the Teradata Travel LDM offers a single view of the customer experience to employees across an enterprise. An airline, for example, can track customer activity throughout the travel cycle, including Web-based travel planning, purchasing tickets at an airport or agency, traveling to the destination and interacting with the company after travel has been completed. The airline can then utilize this information to form better customer relationships and create more targeted marketing campaigns.

The Teradata Travel LDM offers insights that drive improved company performance. Customer value can be measured based on revenue generated, rather than on the traditional mileage benchmarks. Distressed inventory on specific dates or flights can be matched to customer interests that have been traced through the Teradata Travel LDM, and targeted communications can be developed to encourage purchases. The impact of operational performance (lost luggage, delayed flights) on future customer choices can be captured and analyzed, allowing the travel company to take steps that will inevitably improve its competitive position.

The Teradata Travel LDM is modeled to support everyday questions, such as "who are my most valuable customers" or "which marketing campaigns and promotional programs have been the most successful." Companies can also handle complex queries, such as analyzing the effects of operational impacts to revenue and customer behavior, by addressing questions that require data integration across and between departmental silos. Built around a common customer core, the Travel LDM organizes a company's essential data around 17 subject areas that support privacy, click stream/Web analytics and customer relationship management (CRM).

Teradata has created the Travel LDM based on extensive knowledge in designing and implementing hundreds of logical data models for companies in multiple industries. By graphically depicting the information requirements and their relationship to one another, the Teradata Travel LDM 1.0 helps users visualize how information is organized within the data warehouse environment. This creates stability in the data warehouse, reduces overall development time, increases speed to market and eliminates the risk of costly redesigns down the road.

"This complex logical data model was designed by LDM and industry experts specifically for airlines and other travel companies who require collecting information about the customer experience across the enterprise. Since the Travel LDM maps the business processes before the Teradata warehouse is ever built, it will shave months of development time off an enterprise data warehouse implementation, thus delivering greater return-on-investment benefits faster," said Steve Dworkin, director, travel and transportation industry marketing.

Modular in nature, the Teradata Travel LDM is designed in "third normal form" for flexibility and a changing environment. As a company adds new business or types of customers, changes products or distribution channels or varies its customer campaigns, the LDM is easily extended by adding modules, entities or sets of attributes. The Teradata Travel LDM provides the foundation for building an enterprise data warehouse and will continue to be enhanced to support new additions to the Teradata Travel Solution Portfolio.

EVA Airways, which serves major business and leisure destinations on four continents and in Oceania, is the first company to utilize Teradata's Travel LDM as the foundation for building its enterprise data warehouse, which is currently being implemented.

Teradata solutions for the travel and transportation industry offer airlines, travel suppliers and distributors, and transportation companies, such as rail, courier and trucking companies, industry-specific tools, processes and services. Teradata's proven methodology has been successfully implemented at the leading travel and transport companies, including seven of the nine most profitable airlines -- eight of the 13 with the highest operating revenue. The largest data warehouse in the travel and transportation industry is a Teradata warehouse, supporting over 4,000 users.

About Teradata Division

Teradata, a division of NCR Corporation, offers powerful analytical solutions that help businesses drive growth. Teradata solutions include the Teradata database, and analytical applications for customer relationship management, operations and financial management, business performance management and e-business. To learn more about Teradata Division and its solutions, go to <http://www.Teradata.com> .

About NCR Corporation

NCR Corporation (NYSE: NCR) is a leader in providing Relationship Technology(TM) solutions to customers worldwide. NCR's Relationship Technology solutions include the Teradata(R) database and analytical applications such as customer relationship management (CRM) and demand chain management, store automation systems and automated teller machines (ATMs). The company's business solutions are built on the foundation of its long-established industry knowledge and consulting expertise, value-adding software, global customer support services, a complete line of consumable and media products, and leading edge hardware technology. NCR employs 33,300 in more than 100 countries, and is a component stock of the Standard & Poor's 500 Index. More information about NCR and its solutions may be found at www.ncr.com .

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CONTACT: Dian Terry, Teradata Division of NCR Corporation,
+1-937-445-2225, or dian.terry@ncr.com

URL: <http://www.Teradata.com>
<http://www.prnewswire.com>

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