

# NTD Frequently Asked Questions

## 1. What is the NTD?

SMC<sup>3</sup>'s National Traffic Database is a participation-based program by which LTL motor carriers receive monthly, quarterly and annual aggregates of freight bill information. The program began in 2001 with a handful of participants and has grown to more than 35 participants to date. The data and reports are available only to participating carriers who provide their own shipment data.

## 2. How can my organization benefit from joining the NTD?

Carriers who participate in the NTD program have access to their shipment data as it compares to the market as a whole. The intelligence gained from the NTD data reports can be used to:

- Track changes in market share
- Analyze traffic lane yields
- Determine the impact of different pricing strategies
- Evaluate potential market penetration
- Conduct competitive analyses of tonnage, revenue, pieces, etc.
- Determine competitive pricing within geographic areas
- Measure the impact of specific marketing initiatives
- Conduct competitive analyses of service times
- Evaluate terminal networks relative to freight flow
- Expand service into new territories
- Optimize equipment and traffic lanes
- Configure line haul movements
- Adjust and align sales territories based on potential revenue and market conditions
- Determine staffing needs
- Compare expansion and contraction within the industry rather than in revenue gains/losses

## 3. What kind of data does SMC<sup>3</sup> collect?

Each participating carrier supplies all of their organization's freight bill data by the 15th of each month to SMC<sup>3</sup> in a standardized electronic format.

The data items gathered from each freight bill are:

- Origin and destination ZIP codes and country codes
- Net revenues
- Pickup and delivery dates
- Number of pieces
- Mileages
- Weights

## 4. How is the data collected and processed?

SMC<sup>3</sup>'s NTD reports are generated on a monthly basis and are indicative of the previous month's data. Upon receiving the electronic data from all participants by the 15<sup>th</sup> of the month, SMC<sup>3</sup> subjects the data to uniform minimum edits to ensure data integrity and then processes the data into an assortment of standardized formats. SMC<sup>3</sup>'s data analysis system excludes records that are improperly formatted or incomplete to prevent bad data from being used, which might skew the individual or group results.

## 5. How is my data protected from the view of others in the program?

The confidentiality of each participant's data is specifically protected in a number of ways:

- Carrier data is stored on a secure server to which only a few people within SMC<sup>3</sup> have access
- Individual participant data is only provided to that individual participant
- Aggregate industry data is provided for a lane if, and only if:
  - ▶ That lane contains a minimum of three participants, and
  - ▶ The sum of any two participants' data does not exceed 83% of the lane total.
- All data leaving SMC<sup>3</sup> is encrypted using a 128-bit encryption scheme. The password to decrypt the data is sent separately via e-mail.

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## 6. What will I receive from SMC<sup>3</sup>?

For each month you supply data, SMC<sup>3</sup> will provide you with the following:

- A Microsoft Access database containing traffic data at various levels of detail and 19 standard reports
- Three text files showing traffic in three-digit ZIP code, metropolitan area and statewide traffic lanes
- Two JPEG-formatted map images showing participant and industry traffic volumes by weight and revenue
- A sorted copy of the freight bill file you supplied to SMC<sup>3</sup>
- A copy of all errors encountered during the import of your organization's data

## 7. How can I manipulate the data I receive from SMC<sup>3</sup>?

The database was designed to provide a variety of levels of traffic data. As well as the standard reports, a carrier could use this information to design database reports that are specifically targeted to the needs of their organization. SMC<sup>3</sup> also provides custom reporting, such as freight flow by terminal network and sophisticated data mapping services.

## 8. Who can be involved in the NTD program?

Any LTL carrier, regional or nationwide, can be involved in the NTD program. SMC<sup>3</sup> accepts and analyzes freight bill data from the United States, Canada and Mexico, as well as other nations worldwide.

## 9. Is it difficult to get started?

Getting started in the NTD program is easy! Simply contact SMC<sup>3</sup> Sales at 800.845.8090 or sales@smc3.com to discuss your business needs and then submit the specified data within the required timeframe to be included in the next report.

## 10. Who do I contact to get my organization in the program?

Carriers who are interested in participating in the NTD should contact SMC<sup>3</sup> Sales at 800.845.8090 or sales@smc3.com.



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770.486.5800  
info@smc3.com

ATLANTA HEADQUARTERS  
500 Westpark Drive  
P.O. Box 2040  
Peachtree City, GA 30269  
Fax: 770.486.7649

800.845.8090  
www.smc3.com

LOUISVILLE OFFICE  
200 High Rise Drive  
Suite 200  
Louisville, KY 40213  
Fax: 770.486.5939