

NTD Frequently Asked Questions

1. What is the NTD?

SMC³'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 SMC³ collect?

Each participating carrier supplies all of their organization's freight bill data by the 15th of each month to SMC³ 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?

SMC³'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 15th of the month, SMC³ subjects the data to uniform minimum edits to ensure data integrity and then processes the data into an assortment of standardized formats. SMC³'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 SMC³ 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 SMC³ 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 SMC³?

For each month you supply data, SMC³ 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 SMC³
- A copy of all errors encountered during the import of your organization's data

7. How can I manipulate the data I receive from SMC³?

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. SMC³ 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. SMC³ 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 SMC³ 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 SMC³ Sales at 800.845.8090 or sales@smc3.com.



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