National Traffic Database Frequently Asked Questions

What is the National Traffic Database?

SMC³'s National Traffic Database (NTD) provides participating LTL carriers with confidential benchmarking information that can be used to optimize operations and strategic decisions. With NTD, carriers can compare their shipment metrics against industry participants and mine aggregate data to perform shipment, operational and business analytics.

Participating carriers supply individual shipment data—including weight, revenues, mileage, ton-miles, shipments, and pieces—and receive monthly, quarterly and annual reports to compare their operations to the marketplace. Carriers receive composite data of the entire group, as well as their own company data.

Any LTL carrier, regional or nationwide, can be involved in the NTD program. SMC³ also accepts and analyzes freight bill data from Canada and Mexico, as well as other nations worldwide.

What kind of data does SMC³ collect?

Each participating carrier supplies all of their organization's freight bill data each month to SMC³ in a standardized electronic format. SMC³ compiles its benchmarking information by using each carrier's origin/destination ZIP codes and country codes; net revenues; pickup and delivery dates; number of pieces; mileages; and weights.

NTD reports are generated on a monthly basis based on the previous month's data. Before data release, SMC³ makes uniform minimum edits to ensure data integrity and then processes the data into standardized formats. SMC³'s data analysis system excludes records that are improperly formatted or incomplete, which might skew the individual or group results.

How can my organization benefit from joining the NTD?

The intelligence generated from the NTD reports can be used by carriers to:

- Compare expansion and contraction of industry volume
- Evaluate potential market penetration and conduct competitive analyses
- Map revenue gains/losses geographically to determine regional pricing
- Analyze traffic lane yields and track market share changes
- Model pricing strategies and measure the impact of marketing initiatives
- Evaluate terminal networks by freight flow to optimize traffic lanes
- Develop sales incentive programs

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

Data confidentiality is protected in a number of ways:

- Carrier data is stored on a secure server with severely limited access
- Individual participant data is only provided to that individual
- Aggregate industry data is provided for a lane if the lane contains a minimum of three participants, and the sum of any two participants' data does not exceed 83 percent of the 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

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.

What will I receive from SMC³?

SMC³ will provide the following:

- A Microsoft Access database with traffic data at various levels of detail, 19 standard reports
- Three text files showing traffic in three-digit ZIP code, metropolitan area and statewide lanes
- Two map images showing participant and industry traffic volumes by weight and revenue
- A sorted copy of the freight bill file you supplied to SMC³, and a copy of the errors encountered during the initial data import

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**. Submit the specified data within the required time frame to be included in the next report.

About SMC³

Transportation professionals want to make the best operational decisions for their trucking businesses, while cementing relationships with shippers and third-party logistics companies. SMC³ understands. Using SMC³ solutions like the Cost Intelligence System, carriers achieve greater profitability and maintain a more complete understanding of the costs of doing business. In fact, SMC³ has worked with hundreds of carriers for decades to help them analyze and optimize their business, gaining a more complete understanding of the entire market in the process.