



TRAFFIC FLOW ANALYZER

Railroads have a critical need to be able to analyze the operations and services they provide to their customers.

History provides the best insight into how the railroad operates in the routing of railcars, the trains that are operated, the sizes and make-up of trains, and the workloads at yards.

While railroads have invested heavily in data warehouses, these systems tend to be slow, difficult to use, and fail to allow easy, focused queries relevant to railroad concerns – namely car routings for an origin/destination pair, train runs that include the blocks and cars carried, and yard line-ups with "drill-down" tools to view the details of trains, blocks, and cars at a yard.

Introduction

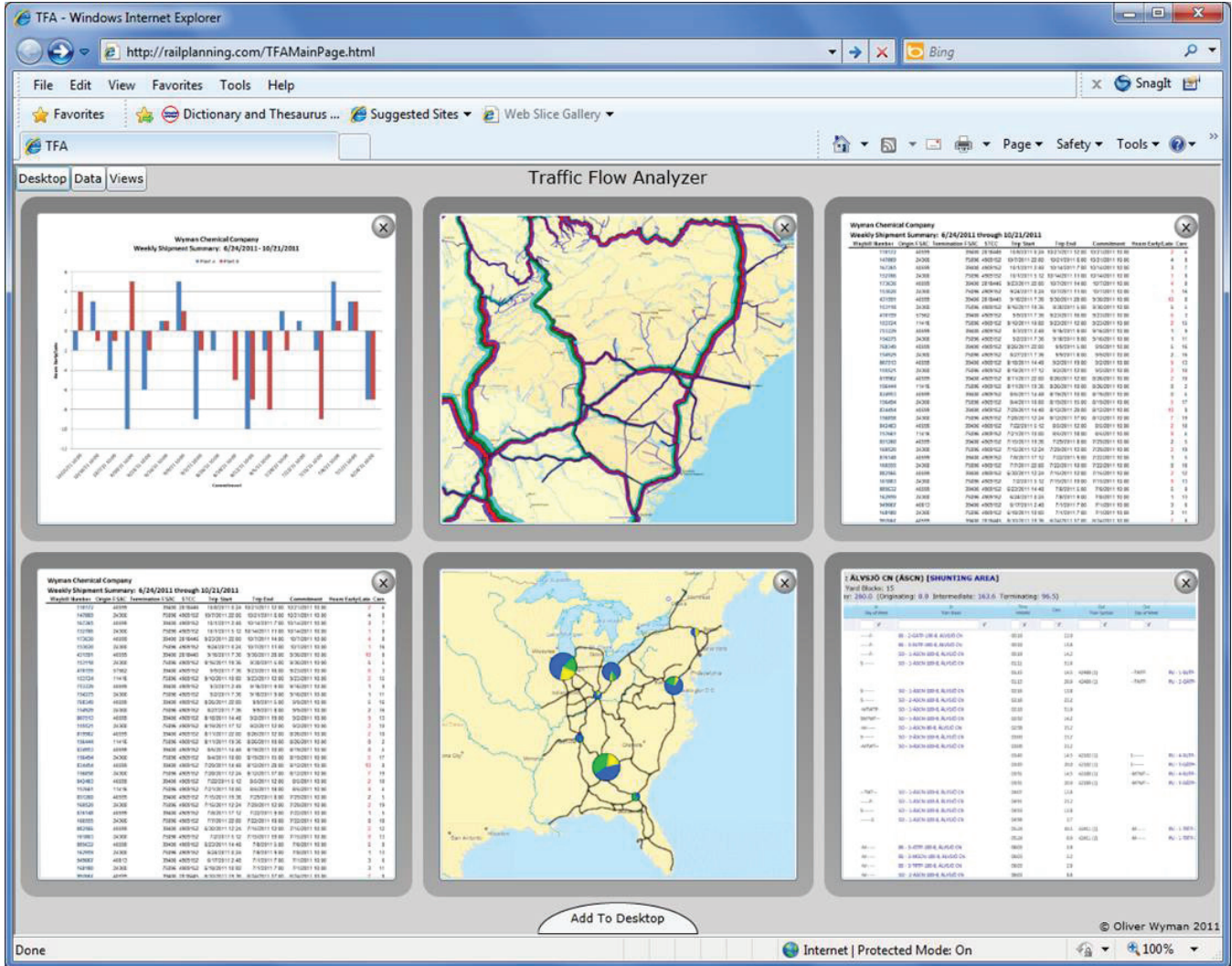
Oliver Wyman's Traffic Flow Analyzer (TFA) bridges this knowledge gap for freight railroads by bringing transportation intelligence to massive, highly detailed transportation data. TFA's advanced data compression technology can create a structured, multi-year database of train and railcar movements, with many levels of detail, designed for rapid retrieval and viewing. TFA's web-based user interface provides an array of gadgets to view reports, maps, and charts for analyzing traffic patterns, workloads, and changes over time. Interactive drill downs on reports, maps, and charts show details of the underlying data.

The application can stand alone or can be integrated with MultiRail® Enterprise Edition to study proposed service plans, compare proposed service plans, and to compare historical traffic and train statistics within proposed service plans.

All levels of railroad management personnel can use TFA to compile data and generate interactive views of completed traffic movements and train operations.

Armed with this more powerful planning philosophy, improved processes and software, many global freight railways have already raised their expectations on operational efficiency and profitability. Oliver Wyman believes that now is the time for all freight railroads to examine their way of doing business and consider the steps needed to take their operations to the next level.

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Desktop Homepage

TFA's "desktop" homepage shows customized views that can be dynamically auto-generated. For example, operations staff may want to view daily, weekly, or monthly updates of a particular table, or of a comparison analysis, while senior management may want to view maps and charts that quickly present high level accounts of a particular analysis or comparison.

Data Archiving

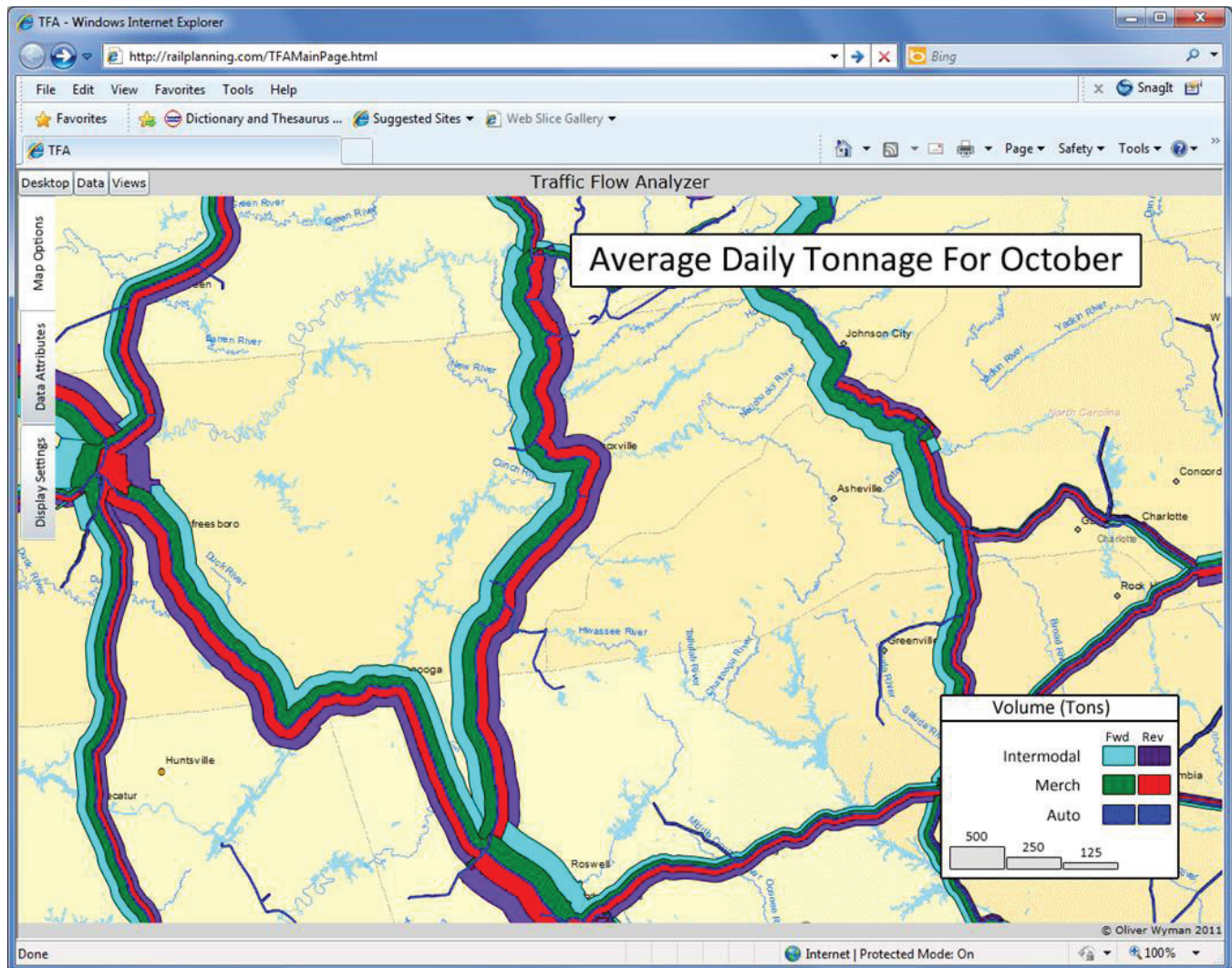
TFA's advanced data compression technology manages massive amounts of historical records, while maintaining a fully dated repository of all shipments over a multi-year timeframe. For railroads, TFA can maintain complete details for train moves and shipments, including "block" move

details (work locations), date specific train routings, and cross-references between shipments and trains used. TFA's automatic data archival process is run daily to maintain a continually updated resource of multiple years' worth of railroad data.

Gadgets for Viewing Data

With TFA's warehouse of railroad records streamlined for rapid retrievals, TFA's handy gadgets allow users to rapidly view data from the massive historical database. Starting with a template for a table, map, or chart, the user enters information for the data being studied, such as the date range, commodities, business units, and customers. The requested data is immediately displayed in the requested format, ready for review, analysis, and presentation.

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TFA Uses

TFA's web-based interface can be accessed simultaneously by multiple users. By producing on-demand tables, maps, and charts based on historical traffic data, TFA can be used for:

- Periodic inspection of historic operations, from train-load or traffic perspectives, for internal and external audits.
- Examination of the exact routes used by historical shipments, with link and location levels of detail.
- Client-requested assessments of past services.
- Evaluation of changes in traffic patterns and volumes, including handlings at specific yards.
- Breakdown of traffic analysis from link and location levels to block and train levels.

Summary

TFA is a unique product for warehousing, analyzing, and mapping historical transportation movement data with a web-based user interface designed for broad use throughout the company. TFA is especially targeted towards transportation companies with significant origin-destination volumes, companies with large operational complexities, and companies with existing or planned investment in electronic data collection through GPS, electronic data interchange, and/or other methods.

Not only can TFA help your company leverage your existing investments in data collection, but with TFA's organized data and powerful analytical tools your company could be gaining deeper transportation intelligence in less time, and improving decision making strategies.

Contact Oliver Wyman today to see how TFA can work for you.

ABOUT OLIVER WYMAN

With offices in 50+ cities across 25 countries, Oliver Wyman is a leading global management consulting firm that combines deep industry knowledge with specialized expertise in strategy, operations, risk management, organizational transformation, and leadership development. The firm's 3,000 professionals help clients optimize their businesses, improve their operations and risk profile, and accelerate their organizational performance to seize the most attractive opportunities. Oliver Wyman is part of Marsh & McLennan Companies [NYSE: MMC]. For more information, visit www.oliverwyman.com.

CUSTOMIZATION AND SUPPORT

Oliver Wyman regularly customizes and enhances our software to meet specific client requirements, and finds this to be an effective way of growing the product and ensuring that it meets all of our clients' needs. Our staff has extensive knowledge in relational database design and implementation as applied to transportation problems. Oliver Wyman combines custom development with commercial software components to provide powerful, easy-to-use transportation software in minimal time and with maximum flexibility to adapt to the latest customer requirements. For more information, please contact our practice heads directly:

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