ENABLING BUSINESS TRANSFORMATION WITH PROCESS AUTOMATION AND SELF-SERVICE BI SOLUTION

▶ Customer Story | Transportation and Logistics

QUOSPHERE
INTELLIGENCE & INSIGHTS

CLIENT

Third-party Transportation Brokerage company	Revenues of USD 500Mn	Recognized as a 2018 Top 10 Freight Management Solution Provider

Allen Lund Company is a US-based third-party transportation broker with nationwide offices and over 470 employees working with shippers and carriers across the nation to arrange for dry, refrigerated (specializing in produce), and flatbed freight. Additionally, the Allen Lund Company has a Logistics & Software division, ALC Logistics, as well as an International division.

CHALLENGE

Self-service BI integrated with Oracle DW	Elimination of manual MIS reporting	Personalized dashboards	Guided Analytics

The client needed a scalable, comprehensive, and robust BI solution that would help them derive consolidated analysis as well as intelligence by accessing data scattered across different functional areas. Manual MIS reporting processes were required to be eliminated to bridge gap between understanding the real need from the perceived need.

Their foremost need was timely data analysis for Shippers and Carriers Services by Brokerage, Rates for services and Estimation and Commission distribution among Sales Leader data and they planned to roll out for other functions. They also wanted to empower business users with self-service BI, with personalized dashboards with consolidated data for business functions, to ensure better organization performance. The solution sought needed to scale up the ETL process.

SOLUTION

Qlik | **Qlik® Sense** | **Qlik NPrinting™**

Qlik, if used for Transportation and Logistics, can improve profitability with in-depth analysis of service and network portfolio across customers, suppliers and every step in logistics chain. It can track performance against different time-lines, analyze loads, carriers, bookings, custom filings, Freight audit and payment on a by-order basis, streamline safety, trace-ability and compliance with drill-down detail. It allows a remarkable amount of flexibility and scalability.

BENEFITS

| AUTOMATION OF ETL PROCESS | INCREASED VISIBILITY WITH AUTOMATED REPORTS | LOW TOTAL COST OF OWNERSHIP | FASTER DECISION MAKING AND BETTER AWARENESS |

The Qlik implementation for ALC resulted in automation of the ETL process, making it scalable. The data model was redesigned and moved to a proper star schema. Manual reporting was replaced with automated report generation using N-printing and convenient controls was provided for comprehensive analysis of procurement KPIs. From zero dashboards earlier, 7 dashboards were developed, to provide visibility to senior management and product heads. The implementation also resulted in cost savings with low total cost of ownership, faster decision making and anticipating competition strategies in advance to change sales strategy accordingly.

ABOUT QUOSPHERE

Quosphere provides innovative solutions in the areas of Business Intelligence, Big Data, Data Visualisation, Analytical Frameworks and Cloud Technology. Our services are focused on helping organisations translate the effectiveness of Big Data & Machine Learning technologies into great business impact.

We are a Qlik partner and have delivered multiple projects for our customers. We excel in bespoke solutions based on your requirements apart from end-to-end integration of connecting Qlik with enterprise data systems to help companies get the most value from their new and existing data.
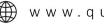
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