How to **Improve Ordering, Scheduling, Fulfillment, Tracking, and More** With Intelligence, Integrity, and Integration
What Our Customers Say

“We like WebFOCUS because it lets mobile users both query and update a database via native browser apps. It also gives us real-time access to our inventory data with a complete security architecture that permits us to isolate each customer’s proprietary information.”

Greg Johnston
CIO
AJ Logistics

“As a logistics company, our business is all about smoothing the flow of goods, money, and information, as well as efficient supply-chain planning. The better we can do that and the more efficiently we can do that, the better we can meet our customers’ needs. iWay Software enables OIA to quickly integrate prospective customers with its core applications.”

Daniel McMorris
Vice President of Strategic Initiatives
OIA Logistics

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“WebFOCUS is the ideal reporting tool for our customers. It’s complete, highly functional, and easy to operate. It is a vital link in our communication with our clients.”

Alain Guillemyn
CIO
International Car Operators
Global trade is a fast-paced business, thanks to consolidation, international expansion, and intensifying competition. Customers are also demanding higher service levels at lower prices, as fuel and resource costs rise. Operational efficiency is a necessity in order to maintain profitability.

Intelligence, integration, and integrity technologies from Information Builders can help logistics companies achieve full coordination, collaboration, and visibility so they can streamline workflows, reduce expenses, and optimize performance and service. Our solutions bring together systems located throughout the enterprise rapidly and economically, and make accurate, high-quality, timely information readily accessible to employees, business partners, and customers. As a result, logistics companies can:

- Track shipments, deliveries, collections, and other critical operations accurately in real time
- Automate ordering, fulfillment, and other critical processes and workflows from end to end
- Minimize the risk and impact of mergers, acquisitions, and consolidations
- Enhance collaboration and information-sharing with shippers, carriers, and other third-party partners
- Improve demand forecasting for more precise cargo management
- Analyze partner performance, profitability, and other important factors that impact the bottom line
- Obtain a single view of partners and products across channels
Business Intelligence in Logistics

The WebFOCUS business intelligence (BI) and analytics platform provides enterprise-wide analytics, dashboards, and reports from any system, regardless of its source or location. This empowers logistics companies to gather the vital, timely insight they need to improve core operations both internally and across sophisticated partner networks, so they can minimize overhead expenses and compete more effectively in a fast-paced, rapidly changing marketplace.

With WebFOCUS, logistics firms have all the features and capabilities they need to leverage the power of enterprise information to improve vital processes:

- Advanced analytics, such as **data visualization**, **social media analytics**, and **enterprise search**, allow stakeholders to monitor logistics activities to instantly spot and resolve exceptions, variances, and deviations.
- A **robust performance management** framework lets logistics companies track the performance of key operations – and the partners responsible for executing them – in real time.
- Powerful **predictive analytics** improve forecasting accuracy to enhance cargo management and capacity planning.
- Innovative **location analytics** provide visually intuitive maps that help logistics companies better understand how geography impacts their operations.
- **InfoApps™** are highly interactive, purpose-built BI apps that allow business users to rapidly answer important questions or address critical issues.
Customer Success With Business Intelligence

Adif – Based in Madrid, Spain, this administrator of railway systems sought a single point of access to information from various systems and applications. A centralized Oracle-based data warehouse was built and coupled with robust BI capabilities to provide company-wide reporting and analysis against that information. Employees will be able to perform in-depth analysis of financial, production, accounting and HR, logistics, and environmental data in a controlled, administered environment that enhances decision-making.

AJ Logistics – A self-service BI environment built on WebFOCUS allows clients of this premier provider of custom warehousing and logistics services to track all their projects by running activity reports, generating invoices, managing inventory, and scheduling deliveries. The application has optimized customer service by enabling customers to simultaneously track multiple projects, obtain status updates, issue commands, and initiate complex workflows – even from mobile devices such as iPhones and iPads.

DP World – WebFOCUS empowers this world leader in cargo handling and port management services to make shipping information instantly accessible to customers. General and custom reports are used internally and externally to free DP employees from labor-intensive telephone follow-up, and to inform customers of handling status so they can act immediately when cargo is available.

LeanLogistics – This global provider of transportation management systems (TMS) and supply-chain services has embedded WebFOCUS reports, dashboards, and ad hoc reporting tools directly into an existing SaaS application. LeanLogistics can now provide online reporting services to tens of thousands of users who have access to high-level metrics and can interact with their data via a secure web portal. With WebFOCUS, the company can strengthen customer relationships and maintain a competitive advantage.

Maverick Transportation – As one of the largest flatbed transportation companies in the U.S., Maverick sought more efficient ways to distribute current information, reports, and metrics. WebFOCUS was used to create user-friendly dashboards that consolidate data from multiple databases and software vendors and present real-time information to personnel throughout the enterprise – and on the road. Now, analytics and dashboards are delivered to more than 400 stakeholders, helping company leaders manage costs, improve margins, and maximize profitability.

ProTrans – WebFOCUS replaced time-consuming manual reporting processes at this third-party logistics service provider. A series of new dashboards provides visibility into the entire supply chain and related costs, supporting the strategic use of information across the business and among customers. Faster access to timelier, more comprehensive information helps ProTrans operate more efficiently and effectively, and provide better service and support to clients.

PSA Antwerp – When this major terminal operator in the Port of Antwerp, Belgium wanted full visibility into the status of loading and unloading activities, it turned to WebFOCUS. A BI environment leverages data from existing logistics systems to give managers a single, centralized, real-time view of the status of both roll-on/roll-off and break-bulk cargo. By making this information readily accessible via the web, PSA Antwerp has improved planning processes and increased profitability.
Integration and Data Integrity for Logistics

Information Builders’ iWay integration and data integrity capabilities can help logistics firms to bring together the disparate technology architectures that span various facilities, lines of business, and third-party partners. They can optimize the value of their information assets and fully leverage their infrastructures to increase flexibility and agility, and enhance all facets of their operations.

iWay technologies provide logistics organizations with powerful solutions for unifying sophisticated technology architectures and streamlining complex activities – from integration of disparate enterprise systems to broad-reaching data quality management, real-time activity monitoring, and automation of key workflows.

- A broad-reaching integration infrastructure ties together diverse information sources throughout and beyond the business
- Robust B2B solutions streamline logistics activities and automate critical transactions with suppliers and other business partners
- Real-time activity monitoring allows stakeholders to track logistics transactions and processes as they occur
- Data quality management optimizes information integrity across all systems by proactively preventing bad data from entering the environment
- Master data management delivers a single 360-degree view of key entities – such as employees, customers, and partners – that can be created and shared among all data sources
Customer Success With Integration and Data Integrity

**Air Mobility Command** – Empowering authorized personnel at 72 home stations, 200 transient stations, and higher headquarters agencies to track the status of aircraft, equipment, personnel, and supplies around the world was a key priority for the Logistics Integration Division of the Air Mobility Command, a Major Command of the U.S. Air Force. iWay software collects and combines data from multiple disparate systems, giving Command and Control staff a common, real-time view of operations and logistics resources. The comprehensive integration achieved with iWay has centralized and streamlined the management of aircraft and related supplies, which has dramatically improved planning and decision-making, and reduced overhead costs.

**International Car Operators (ICO)** – iWay software was deployed by ICO to facilitate smooth integration of data coming from various platforms. ICO’s customers, logistics partners, and car manufacturers use different electronic data interchange (EDI) data formats, and manually writing connectors for each would be time consuming and expensive. EDI messages pertaining to “arrival notification”, “on terminal”, and “ready for transport” are exchanged between ICO and its logistics partners. iWay uses data mapping to work with each EDI message type to import the proper information into ICO’s database, without any special programming required.

**JOC Group** – iWay integration and integrity solutions enable this authoritative provider of global intelligence for trade, transportation, and logistics professionals worldwide to cleanse shipping data, parse it into a usable format, and load it into a Microsoft SQL Server database that has been structured for fast, accurate reporting. iWay resolves data quality problems, such as duplicate records and nomenclature variations, to create consistent records. WebFOCUS accesses this cleansed, normalized, and de-duplicated data set to extract customer intelligence.

**OIA Global Logistics** – This full-service international logistics provider, which offers everything from one-time shipments to fully managed supply-chain networks, leverages iWay software to support a broad-reaching business-to-business (B2B) and business process automation (BPA) infrastructure. OIA has been able to fully automate the processing, transmission, and receipt of a variety of EDI messages, while simplifying and accelerating application-to-application integration. As a result, OIA has streamlined critical processes – internally as well as those that span customers and trading partners – boosting enterprise efficiency while enhancing collaboration with key external stakeholders.
Information Builders helps organizations transform data into business value. Our solutions for business intelligence (BI) and analytics, integration, and data integrity enable smarter decision-making, strengthen customer relationships, and drive growth. WebFOCUS, iWay, and Omni products work together to seamlessly cover all your information needs.

**Intelligence**
The WebFOCUS BI and analytics platform delivers rich, consumable, interactive information to the widest range of users.

**Integrity**
The iWay Data Quality Suite and Master Data Management Suite enable profiling, analysis, merging, managing, and cleansing of data from any source — structured or unstructured. Omni applications enable a single, complete strategic and operational view of key business services.

**Integration**
The iWay Integration Suite is the most flexible and agile integration foundation available, providing interoperability between disparate systems and data for faster time to market on IT and business initiatives.
Intelligence, integrity, and integration solutions help our customers seamlessly navigate the full spectrum of information management for sharper insights and fact-based decision-making.

To learn more about how intelligence, integrity, and integration can help logistics organizations to improve ordering, tracking, fulfillment, scheduling and more, visit our online Logistics Resource Center at informationbuilders.com/solutions/wf_logistics.
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