



## Business Intelligence Case Study



### Background:

With the acquisition of Exel plc in December 2005, DHL further strengthened its logistics power and is now operating with two new logistics brands: DHL Exel Supply Chain and DHL Global Forwarding. They have replaced the previous brand areas: DHL Solutions and DHL Danzas Air & Ocean.

DHL is the global market leader in international express, overland transport and air freight. It is also the world's number 1 in ocean freight and contract logistics. DHL offers a full range of customised solutions - from express document shipping to supply chain management.

### The Business Challenge:

Prior to the acquisition by DHL, Exel approached Clarity Integration for a solution to solve the challenge they faced in the collection, consolidation and analysis of transport data obtained from multiple sources across a European Supply Chain.

Some of the data sources are managed by external organisations, for example, sub-contracted hauliers. Existing processes required a high degree of repetitive manual tasks and consumed large amounts of system resources to obtain satisfactory results.

### The Solution:

Clarity Integration, working in close partnership with Exel's business area experts, recommended and deployed a solution using Microsoft SQL Server 2000 for the core data warehouse. Data Transformation Services was used for the ETL component. The Microsoft toolset was chosen because it lent itself to the rapid development and deployment approach and offered excellent value for money compared with the alternatives considered.

Clarity Integration was responsible for the entire project lifecycle, from requirements gathering, through design, build, test and implementation of the solution.

Clarity Integration's RightStep™ Business Intelligence agile development methodology, together with their understanding of the unique challenges within transport and logistics resulted in value being delivered early in the project. In so doing, the various and diverse user groups quickly became enthusiastic towards the project, resulting in a smooth and rapid implementation and rollout of the completed solution.

The new application has:

- Significantly reduced the burden placed upon the existing IT systems in delivering management information, in terms of disk space, network bandwidth and CPU resource.
- Enabled management reports to be produced earlier, more accurately and with fewer staff requirements.
- Empowered management to make informed business decisions.

### Business Value:

Based upon the success of this project, subsequent phases of this initiative will expand the analytical support for the business, with further initiatives planned including web-based delivery and executive dashboards.

### Clarity Integration:

*Clarity Integration is an Information Management Consultancy and Systems Integrator that helps organisations increase the value they are getting from their existing data and by utilising our experience and capabilities in Data Migration Business Intelligence and Information Delivery.*

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