



Business Intelligence System | Case Study



DHL

DHL is the global market leader of the international express and logistics industry, that specializes in providing innovative and customized solutions from a single source. DHL offers expertise in:

- Express
- Air and ocean freight
- Overland transport
- Contract logistics solutions
- International mail services

Combined with worldwide coverage and an indepth understanding of local markets.

DHL's international network links more than 220 countries and territories worldwide.

More than 300,000 employees are dedicated to provide fast and reliable services that exceed customers' expectation



Project Background

SDG project focused on the European operations for DHL Express division

Who is the leading global provider of international road-, air- and rail-based courier and express services for business and private customers.



The global express market is growing at an annual average rate of 6% to 8%, as globalization fuels the expansion of worldwide trade, and more and more shipments need to be handled swiftly and reliably. The demand for time-critical express services Analytics is rising as a consequence.



Issues and Requirements



The ongoing development of the market and the growth in complexity of the business require a **better understanding of the information system:**

In order to acquire the necessary knowledge for the Aviation Operation cost analysis.



SDG Consulting designed a Business Intelligence system:

- ▶ Enabling DHL Express Europe to analyse the aviation costs for each country involved, in order to better allocate resources and manage delivery costs.
- ▶ Providing both headquarters and subsidiaries with analytical capabilities on Aviation Linehaul Charges and CpK (cost per kilo) metrics as calculated by the cost engine.



Results



- The European HQ finance team were able to reduce its response time on analytical enquiries from either top management or subsidiaries by four times: from more than one week to one day.
- In addition, the relevant charges on CpK and linehaul charges that were simply tagged as anomalies before have then been analysed in details and led to being the evidence of either wrong business decisions of aviation network re-configuration.



Industrial & Consumer Products | References

Affinity, Ahemon, Amadori, Azucarera Ebro, Bimbo, Cadbury, Campofrio, Camst, Chupa Chups, CIR Food, Consorzio Lombardo Veneto, Danone, Ferrero, Font Vella, Friskies, Gruppo Italiano Vini, Granarolo, Grandi Molini Italiani, Grandi Salumifici Italiani, Grupo Nutrexp, Guido Berlucchi, Heineken, Johnson & Johnson, JTI, Kraft, Lavazza, Leche Pascual, Lenti, Locker Remedia, Mahou-San Miguel, Makro, Marchesi di Antinori, Nestlé, Pasqua, Pellini Caffè, Pepsico, Pernod Ricard, Sara Lee (Bimbo), Schweppes, Sibeg - CocaCola, Sony, Unilever



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