

# DHL INTERNATIONAL



## COGNOS BUSINESS INTELLIGENCE STREAMLINES INFORMATION FLOWS – AND HELPS DHL DELIVER THE GOODS

The name DHL derives from the initials of the three men – Adrian Dalsey, Larry Hillglom and Robert Lynn – who founded the world's leading express service and logistics company. DHL attracts customers by offering one-stop shopping for innovative, made-to-measure solutions. A wealth of experience in shipping deliveries by air, sea or road, express or regular, enables the company to combine a global presence with a detailed knowledge of local markets. Its tightly meshed international network establishes links between over 220 countries and regions around the globe. Having set itself the goal of satisfying even the most demanding customers, DHL itself deploys leading-edge technology to enable its 170,000 employees to guarantee fast, reliable services anywhere in the world. The DHL brand has long since become a synonym for reliability, speed and global service.

DHL and Deutsche Post World Net recently brought DHL, Deutsche Post, Euro Express and Danzas – four formerly independent companies – together under this one brand. In the express, parcel and freight forwarding segment, DHL handles two billion shipments and 40 million tons of freight per annum in Europe alone. Together, the companies serve a million customers, who can now obtain all express, parcel and logistics services from a single source. That gives them the benefit of a broad spectrum of harmonized, integrated products and services.

### **BUSINESS INTELLIGENCE FROM COGNOS**

To meet its information retrieval needs despite the phenomenal volumes of data that such global activities generate, DHL has for many years relied on Business Intelligence (BI) solutions from Cognos. In Austria, the company has been using Cognos PowerPlay and Cognos Impromptu to produce analyses and reports for around a decade.

DHL has long known that it has good reason to use solutions from Cognos. Faced with ever more exacting demands, the company has always had plenty of analysis and reporting tools installed. Theoretically, all of them worked with the same set of data. In practice, however, they often delivered conflicting results. Even cost/benefit calculations often led to differences of opinion, as many of the systems had been developed independently of one another. Gathering and merging all the data from the various applications was a very time-consuming job. Worse still, employees not only wasted valuable time, but also often ended up with information that was of a very poor quality.

Calls for an advanced, enterprise-wide information solution – a solution that would deliver end-to-end data in a uniform format – became louder and louder. It was also necessary to ensure rapid processing, ease the burden on the network, and find a system that was simple and intuitive to use.



THE NEXT LEVEL OF PERFORMANCE™

DHL Germany took the lead in evaluating potential solutions and was soon taking a long, hard look at those from Cognos. Since then, most applications for DHL worldwide have been developed at the company's competence center in Germany. The decision for Cognos brought crucial improvements to the company's information structure.

#### **DHL – USER OF THE YEAR**

In 2002, the Gartner Group's German operation and the trade journal Computerwoche singled out DHL as "user of the year". The members of the jury said DHL was awarded this remarkable distinction because its IT systems provided outstanding support to the company's business model, and because of the exemplary way in which it had implemented a BI project.

Thanks to intuitive, uniform, end-to-end solutions from Cognos, DHL's staff now have the best possible support to help them retrieve exactly the information they need. As far as the technology is concerned, existing data is pooled in an Informix database on an HP-UX platform at DHL's European data center. This center guarantees top performance, high availability and optimal security. The availability of different data cubes enables the company to analyze key business activities from every angle and, as a result, to identify new business opportunities.

At the same time, the load on DHL's WAN has eased substantially now that the editing and distribution of data cubes has been centralized. This also has a very positive impact on server response times. Moreover, the laborious, time-consuming online

queries that individual users used to have to submit have been eliminated completely.

#### **DHL WITHOUT COGNOS SOLUTIONS? UNTHINKABLE ...**

Today, DHL in general – and its sales force in particular – could no longer imagine life without the Cognos software.

But Sales & Marketing is not the only department where you will find happy users. A company such as DHL has all kinds of different information needs. One group of users is interested predominantly in sales and order volumes, while another wants to know about capacity utilization on a particular route, for example, or about the optimal means of transport for certain consignments.

Another keen user is the Information Services (IS) department, which analyzes how quickly customers' needs and requests can be met. Thanks to Business Intelligence solutions from Cognos, DHL is today in a position to analyze, edit and distribute all the business data its users need – quickly and in a form that everybody can understand.

#### **WHY COGNOS?**

Only Cognos delivers a complete range of integrated, scalable software for corporate performance management. Cognos products let organizations drive performance with enterprise planning and budgeting, monitor it with scorecarding, and understand it with business intelligence reporting and analysis. Founded in 1969, Cognos now serves more than 22,000 customers in over 135 countries.



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