

Solution overview

Manage your information

HP Analytics and Data Management Services for freight and logistics



To thrive in the world of freight and logistics, you must understand, manage, and leverage information and technology in new and powerful ways. Analytics and data management enable you to do just that.

HP Analytics and Data Management Services can help you:

- Monetize information assets
- Gain actionable insight into customer behavior and sentiment
- Get end-to-end visibility of supply chain logistics
- Use operational performance analytics to improve efficiencies
- Use asset and capacity optimization analytics
- Use freight mix management analytics
- Manage revenue
- Gain access to executive dashboards/scorecards

Make a change

With continued pressure on margins and an ever increasing competitive landscape, it is critical that logistics providers effectively manage their revenue stream and cost structure. A core component to improving your revenue is to strategically manage the customer experience. By proactively managing service levels, quickly isolating and addressing failure points, and understanding the end-to-end customer experience, you can begin offering appropriate value-added services. Similarly, it is important to have real-time information to properly manage and adjust the operational environment. By using analytics and data management, you can mitigate risk, identify customer behavior, and develop predictive analytics that determine your strategies to better your business.

Engage with a solution

Analytics and data management address the value of integrating data across the enterprise using internal structured and unstructured data and external unstructured data. It also lets you convert Big Data into practical, contextual facts and figures, by unlocking the value in your organization's data repositories. This connected intelligence helps you proactively manage information-related business risk, enhance customer experiences, and optimize business performance to create competitive advantages and discover new market opportunities.

Gain visibility

HP Analytics and Data Management Services provide consulting, architecture, implementation, and management solutions to build a business intelligence (BI) foundation. It also addresses three key freight and logistics domains:

- **Operations management**—Uses information to gain end-to-end supply chain visibility into what is happening now—shipping patterns and shipment delay root causes—and what can be done to correct them
- **Sales and marketing management**—Runs reports and metrics on who uses your services, impact of fuel costs spikes, price increases, results decreases, and best ways to target new and existing customers
- **Customer management**—Analyzes service failures to identify any associated patterns and take preventive/corrective action

Review the capabilities

Use one-stop BI capabilities

As part of our Analytics and Data Management Services practice, we offer a modular approach to BI. This strategy, services-led approach enables you to develop a BI strategy and implementation roadmap to accelerate the build-out of your BI environment, incrementally and cost-effectively. We:

- Assess and evaluate your existing BI capabilities and determine what needs to be achieved
- Map the gap between your current and desired state, then design a solution roadmap that includes data analysis to determine the likelihood of success based on data integrity availability and overall detail and quality to achieve that state

- Implement the roadmap with an iterative process that builds capability over time, based on business priorities, scope, and complexity; reduce risk by breaking this into manageable pieces and quickly delivering capabilities to users
- Interview business stakeholders to identify information capabilities required to address business challenges

Enable high performance and consistency

You need to understand what's happening now, what happened in the past, and what you want to achieve in the future. Operational and analytical solutions require different technical approaches. We build flexible, scalable, high-performance information delivery environments that support both. Using our expertise to integrate and centralize those environments and reduce operational costs, you get consistent data and a technical architecture on which to build out your specific metrics and additional business analytical applications.

Understand how we can help you

Analytics and data management address the value of integrating data across the enterprise using internal structured and unstructured data and external unstructured data. It also lets you convert Big Data into practical, contextual facts and figures, by unlocking the value in your organization's data mines.

Get end-to-end visibility into the supply chain

- Have visibility into operations to identify operational issues to proactively address service failures through root cause analysis
- Gain real-time analysis of potential service impacts due to weather- or congestion-related events
- Receive advance notification

Manage revenue

- Increase profit margins by understanding freight mix contribution, capacity implications, and shipment/customer-level profitability determining which customer to pursue and which to avoid

Use asset and capacity optimization analytics

- Leverage detailed analysis of assets and available capacity to position equipment and plan routes to optimize use and reduce inefficiencies

Use operational performance analytics

- Review operational dashboards—one source of analysis and reporting—to help you manage across linehaul, pickup and delivery, and cross-dock operations to improve efficiencies
- Gain management visibility into the current health of your organization and emerging trends that enable more timely decision-making
- Better measure performance against your key performance indicators through rationalized data provided in a unified report

Gain actionable insight into customer behavior and sentiment

- Integrate nontraditional unstructured data including call center responses and social media data with your data sources, giving you a clearer view of your customers, enabling you to better meet their needs
- Understand customers, who have more information to compare products and services, and respond quickly to marketplace changes

Use freight mix management analytics

- Leverage complex analysis of customer freight handling and density characteristics to maximize capacity utilization through coordinated pickup and delivery of heavy dense and light bulky products fully using trailer capacity

Monetize your information assets

- Connect information and intelligence throughout the enterprise, delivering undiscovered insights and revealing new channels for growth

Gain these benefits

- Optimize business performance
- Create visibility across your entire organization
- Streamline business operations from supply to sale
- Reduce business and IT operations costs
- Speed up innovation and respond faster to market opportunities
- Accelerate and improve decision-making
- Use analytics as a competitive weapon
- Capitalize on customer relationships
- Acquire and retain profitable customers while increasing lifetime value
- Invigorate the customer experience to drive loyalty and customer satisfaction
- Engage customers with awareness of individual and business context
- Minimize enterprise risk
- Visualize and understand risk at the enterprise, portfolio, and individual level, across the entire business
- Respond dynamically to market fluctuations and risk volatility
- Improve and automate compliance with information governance

Review the features

HP Analytics and Data Management Services include:

- **Information Strategy & Organization Services** provide an organized, disciplined, and comprehensive approach to connecting information across your organization. Our consultants help you establish enterprise-wide organization tools and processes to align priorities and foster collaboration between business and IT.
- **Information Management & Architecture Services** supply the technical know-how, process improvements, and organizational architecture required to capture, manage, retain, archive, and deliver accurate, timely information throughout your organization.
- **Business Analytics & Information Delivery Services** provide relevant, useful information when and where your employees need it. These services enable you to make the leap from ad-hoc analysis to predictive analytics and systems that uncover hidden areas of potential growth.
- **Business Solutions–Social Intelligence Services** transform customer marketing by combining insights from unstructured social media data with your existing structured customer and enterprise data.
- **Hosted Delivery–Managed Services, Cloud, and Hybrid Services** leverage a variety of software and solution delivery models for services.
- **Advanced Information Services** improve and upgrade specific platforms, enabling them to connect and support analysis of a vast amount of structured and unstructured data.
 - **Advanced Information Services for HP** update and improve your BI platform with solutions featuring Autonomy and Vertica.
 - **Advanced Information Services for SAP** give your SAP applications the performance and scalability you need in an era of Big Data.
 - **Advanced Information Services for Microsoft** enable your Microsoft platform to analyze Big Data from multiple sources in real time.

Work with the best

HP Analytics and Data Management Services draw on the knowledge and experience of more than 3,500 dedicated analytics and data management consultants. These specialists combine business acumen and analytical prowess with proven methods and accelerators for agile BI and data warehousing.

- HP has nine global centers of excellence and more than a decade of information–consulting experience, with expertise that spans the complete enterprise information lifecycle.
- HP has a proven track record of planning, designing, building, managing, and running complex information environments for Fortune 500 clients worldwide for more than 18 years.
- We use proven best practices, agile methodologies, and core strength in solving complex data integration problems for our clients.
- We provide flexible delivery with onsite, onshore, offshore, and managed services.

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