

Customer Profitability Management



Shipping period

Sales channel

National

Account

x35786246

Customer XYZ international



DHL improves yield with customer profitability management program

“We’ve worked with The Information Factory on a number of projects and knew that their attention to detail, nimbleness and speed of delivery would ensure a successful outcome. The new system has been very successful at improving our margin management process, Pricing and Sales teams enjoy working with it and we’ve expanded the program to review over 1,500 customers globally each year.”

**Graeme Aitken, VP of Business Controlling,
Global Costing & Transfer Pricing
DHL Global**

The Information Factory provides DHL with an online portal to manage profitability

Introduction / Situation

DHL’s pricing department used an MS Access/spreadsheet based, highly manual system to identify unprofitable business and then review pricing options to address the problem and return it to profitability. Despite being extremely cumbersome and labour intensive, the project was successful and its adoption across the organisation meant a more integrated and streamlined system was required if DHL was to roll this out more widely.

Requirement

DHL wanted to reduce the time pricing managers spent collating and analysing data manually, so they could increase productivity by expanding the number of accounts under review and focus on corrective actions. They also required greater ability to coordinate the activity centrally via an online portal to ensure data integrity and consistency. This would serve as the main point to share reporting and consistently support managers in their decision making when assessing possible pricing actions.

DHL is the leading global brand in the logistics industry. It provides a broad portfolio of logistics services including; parcel delivery, e-commerce shipping and fulfilment solutions, international express, road, air & ocean transport and supply chain management.

DHL is part of the Deutsche Post DHL Group, which generated revenue of over €60 billion in 2017. www.dhl.com



Solution & results

DHL needed an automated and online customer profitability management system.

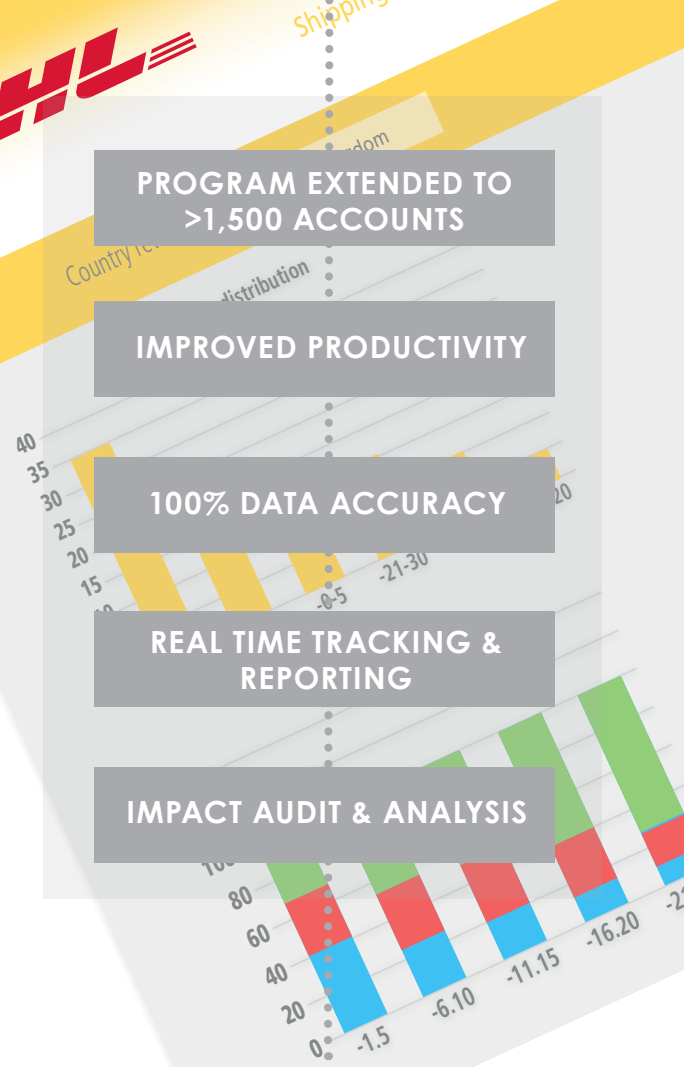
Our team developed a software solution that replicated the existing manual process and put it online so that country, regional and global teams can now have immediate access to the same information.

We also took the opportunity to expand the functionality. Automating the data entry process has eliminated data errors and significantly reduced the time needed to analyse the available information. Tracking is in real time and an online repository means that DHL can monitor the impact of each pricing action.

Consolidated reports are available for each customer. These highlight the different actions that can be taken to improve customer profitability and Sales can now make the appropriate decisions based on a full understanding of the situation.

Technical specifications

- VMWare Virtual Server
- OS: Red Hat Enterprise Linux
- DB: Oracle
- Middleware: Apache Tomcat, Java
- Frontend: Angular



"We're very pleased that DHL entrusted us with this important global project and it's very gratifying to see it being rolled out so successfully to so many users worldwide."

Robert Jordan, CEO,
The Information Factory

About us



The Information Factory is an independent software vendor, delivering sharp insights and decision-making power from our client's data. The company was founded in 2004 and has grown organically to include a team of 50+ developers, architects and program managers.

Our data driven software solutions automate manual processes, standardise divergent practises and create reporting, analysis and forecasting tools to help you solve your business challenges.

We work on all business domains, from Sales and Marketing, Pricing and Operations to Finance and Billing, with projects ranging from fully bespoke solution development to small technical upgrades and maintenance of existing systems.

Whether your solutions require algorithms, workflow, automation or actionable information via mobile & desktop BI systems you can be certain The Information Factory team will deliver.