

Tender Management Operations



Panalpina increase contract win rate with tender management benchmarking system

The Information Factory solution operationalises contract & market trend data

Introduction / Situation

Panalpina collected and stored detailed information on their air freight customer tenders. This included prices, internal costs, service levels and margins. Market & competitor data was also obtained – so that individual tenders could be matched against market rates and historical trends.

While the quantity of information available was substantial, it took a lot of time to collect, the data was not integrated, analytics capabilities were limited and therefore the system was underutilised.

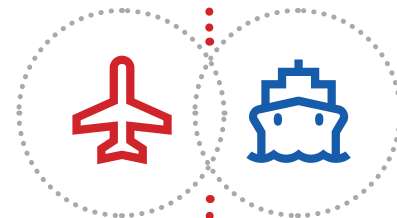
Requirement

Panalpina specified four major requirements to The Information Factory:

1. Utilise the available data to improve the bid success rate.
2. Benchmark all tenders against market trends & commercial guidelines
3. Deliver an online system that could be updated quickly & easily by non-IT specialists
4. 'Democratise' the data by making it available to a wider range of users.

"We work with The Information Factory because of their data analytics & visualisation expertise, particularly when dealing with complex and varied data sources. And of course, their logistics industry experience. We needed to work with somebody who understood our business."

**Patrick Gueth, SVP,
Global Head of Tender Management
Panalpina Management Ltd**



The Panalpina Group is one of the world's leading providers of supply chain solutions combining its core products – Air Freight, Ocean Freight, Logistics and Manufacturing – to deliver globally integrated, tailor-made end-to-end solutions. The group operates a global network with some 500 offices in around 70 countries, works with partner companies in another 100 countries and employs approximately 14,000 people worldwide. www.panalpina.com

Solution & results

Our key focus was to operationalise the data, enabling it to provide a clear overview on all tenders plus an ability to drill down into the specifics of each metric.

The online system has 10 main sections all automatically updated once new data becomes available. Users can now see how individual tenders change during the course of contract negotiations, how potential margins are being impacted as prices and costs change and how rates offered compare against the market and against historical trends.

A management summary dashboard has also been created so that senior executives can easily digest the main highlights of each contract negotiation.

The tender management system now has hundreds of users worldwide and will be extended to include Panalpina's ocean freight division.

Technical specifications

- IBM DB 2
- IBM WebSphere Application Server
- Java
- Angular JS
- Bootstrap
- JAX-RS API
- D3 Graphics library



"It was a pleasure to work with the Panalpina team on this global project. The key challenge for us was in making sure that the vast store of data could be turned into actionable information and it's very rewarding to see how the benchmarking system is being used so effectively."

Robert Jordan, CEO,
The Information Factory

About us

the [i] factory

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 technical upgrades and maintenance of existing systems.

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

✉ info@theifactory.com [i] www.theifactory.com ☎ +44 (0)20 3858 9655 🐦 @theifactory1