

Customer Portal

PANALPINA
on 6 continents

DASHBOARD

- PLAN
- QUOTE
- ORDER
- BOOK
- TRACK
- PAY
- ANALYZE
- MANAGE

DASHBOARD 01

100 k
Total Weight (kg)

- 50 k Air
- 25 k Ocean
- 25 k Overland

350 k
Total Shipments

- 175 k Air
- 90 k Ocean
- 85 k Overland

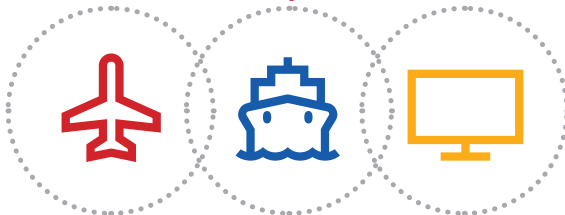
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Panalpina launches industry leading customer portal

“The Information Factory were like-minded with us in how to use data and how to visualize data, how to make it more accessible to users, because not everyone is a data scientist! This was an area where The Information Factory gave us a real head start, in terms of hands and feet as well as really good ideas in helping us move forward.”

Ralf Morawietz
CIO

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

The Information Factory provides data analytics & visualisation to support Panalpina's global digitalisation project.

Introduction / Situation

Panalpina recognised that they had significant paperwork requirements and manual processes within their organisation which impacted employees and, importantly, their customers. Panalpina wanted their approach to tackling the opportunities posed by the digital revolution to focus on more than internal processes and cost savings. So, they put the customer at the heart of their digitalisation strategy.

Requirement

Panalpina needed an online system through which customers could manage their entire supply chain end-to-end, with all partners, in one digital place. The system was also required to shorten response times, offer multiple communication channels to customers & trading partners and drive down costs.

Solution & results

The solution, known as the Customer Portal, consists of five key elements helping provide a single customer view, enabling customers to efficiently manage their supply chain 24/7 & from any location.

Plan: customers use Panalpina's network and schedule data for their shipment planning.

Quote: instant quotes provision via smart algorithms, with transparent prices, provided by transport mode.

Book: online shipment booking based on the quote provided.

Track: full shipment visibility.

Analyze: customers filter & visualise all shipment data and build customised reports based on a 'single view of the truth.'

A further two elements; order & payment are scheduled for the next phase.

The main focus of The Information Factory's work was the Analyze component. Ralf Morawietz, Panalpina's CIO stated the Analyze section of the portal was a key cooperation. "Panalpina is a very customer-centric freight forwarder that prides itself on being customer-focused, and we wanted to create a standard model within our portal to be used by everybody. The Information Factory helped us greatly with the visualization component of this portal, especially the programming execution."

Technical specifications

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

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 BI systems you can be certain The Information Factory team will deliver.

"Digitalization is the number one trend in logistics and our new customer portal is an industry game changer. Customers, partners and suppliers will increasingly expect to quote, buy, sell and deliver online using dedicated platforms and my priority is that Panalpina offers our customers an engaging, seamless digital experience,"

Stefan Karlen
CEO Panalpina 2016 – 2019

