- Formed 1997, based in Chester/London

- Dedicated to Management Information projects

- "Visual" Analytic Application suite

- 100+ Customers

- Worked with DHL for over 14 years

- BI Partnership Framework agreement with DHL for the delivery of Consultancy & Support Services
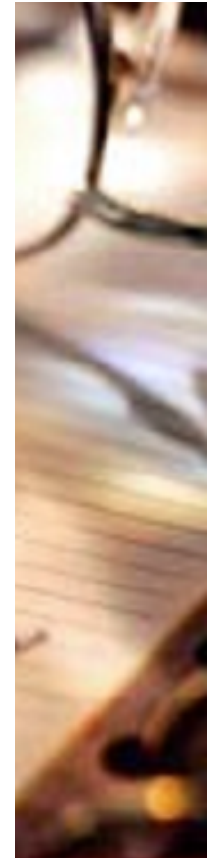
DHL
Supply Chain EMEA

Rob Roberts

DHL Supply Chain & Organisational
Background

Key Project Drivers

Project Outcomes & Lessons Learned

Future Plans

DHL Supply Chain is a single source contract logistics provider that offers customers:
- Warehousing
- Distribution
- Managed Transport services
- Value added services
- Business process outsourcing: Williams Lea partnership
- Supply chain management

DHL are the worldwide Lead logistics provider

Industry sectors consist of:
- Automotive
- Consumer
- Energy & Chemicals
- Engineering & Manufacturing
- Life Sciences & Healthcare
- Retail
- Technology
- Williams Lea (BPO)
- Global Specialist Business Unit
  - Service parts logistics
  - Envirosolutions
  - NHS supply chain

Global Air, Ocean and Road Operating 24/7 365

	DPDHL	MAIL		GLOBAL FORWARDING & FREIGHT	EXPRESS	SUPPLY CHAIN
	Worldwide	Domestic Mail Germany	Mail Worldwide	Worldwide	Worldwide	Worldwide
Characteristics	Deutsche Post DHL The mail and logistics group	Deutsche Post The postal service for Germany DHL PAKET Domestic parcel Germany	DHL GLOBAL mail Global mail	DHL GLOBAL FORWARDING No. 1 Air freight forwarder globally and one of the leading Ocean freight forwarders globally DHL FREIGHT Europe's leading road freight provider	DHL EXPRESS No. 1 in international express transport globally	DHL SUPPLY CHAIN No. 1 in contract logistics globally exel Supply Chain brand in USA and Canada WILLIAMS LEA Leading global BPO provider
# of countries	> 220	> 200		DGF: > 150 Freight: > 50	> 220	DSC: > 50 Williams Lea: 39
# of employees	> 423,500	> 147,480		> 41,880	> 84,440	> 136,800

DHL SUPPLY CHAIN

	Global DHL SUPPLY CHAIN	Americas	Asia Pacific	EMEA	Global Williams Lea
# of countries	> 60	> 6	> 14	> 29	39
# of employees	> 136,800	> 42,100	> 17,000	> 66,000	11,000
Warehouse space	~ 24 million m²	10.3 million m²	2.0 million m²	11.6 million m²	-

Current collaboration & network Branch

Where I sit

- **Dedicated BI product Management Practice (Centrally run)**

  - Recognised practices and awareness

  - Infrastructure and operational change request control

  - Product maturity

  - Ensure roadmap is in line with BI partner

  - Project Business and IT alignment

  - Ensure BI practice is in line with Business and IT strategy
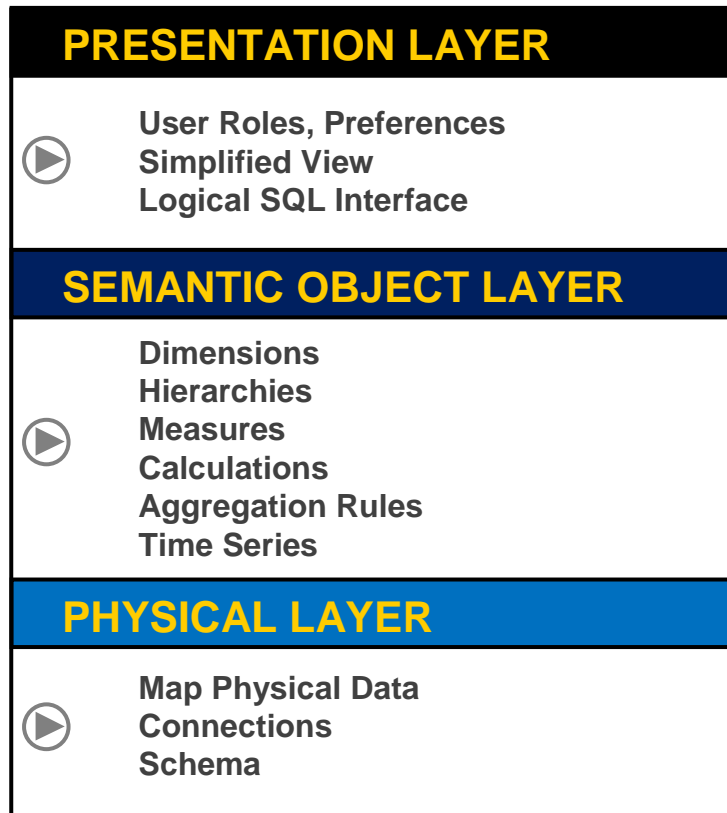
- **Specialist BI Partner**

  - Requirements Gathering

  - Implementation

  - Project Management

  - Support provider

  - **Hardware & Networking – Hosted, Managed & Supported environment specifically for BI**

**Structured framework for
organising the data**

PRESENTATION LAYER

▶ User Roles, Preferences
Simplified View
Logical SQL Interface

**Role-Based Views of the
Information Relevant to the User**

SEMANTIC OBJECT LAYER

▶ Dimensions
Hierarchies
Measures
Calculations
Aggregation Rules
Time Series

**Consistent Definition of Business
Measures, Metrics, Calculations,
*Turning IT to Business view***

PHYSICAL LAYER

▶ Map Physical Data
Connections
Schema

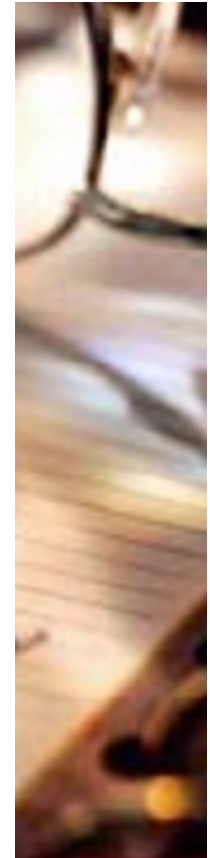**Model Once, Deploy Everywhere,
Data Warehouse**

Across Any Data Sources
Includes: WMS, TMS, T&A, CRM, Oracle Finance

DHL Supply Chain & Organisational Background

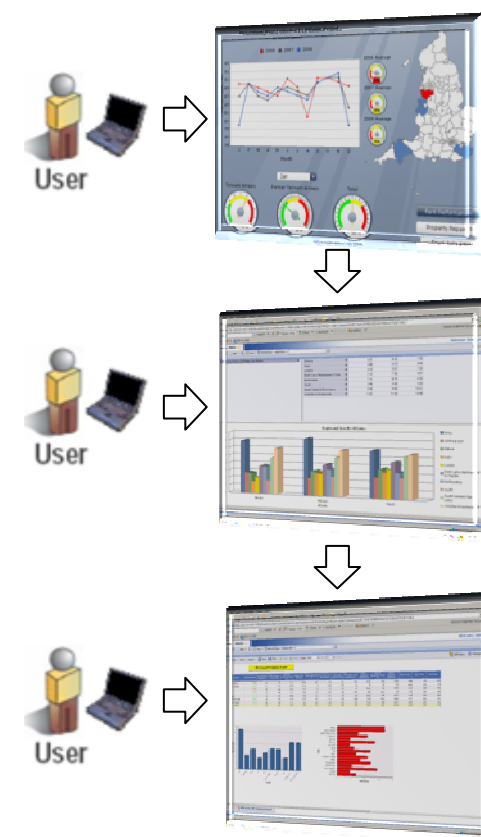Key Project Drivers

Project Outcomes & Lessons Learned

Future Plans

- **Prompt Delivery of Information**

  – *Reporting tools* should be easy to use with data that is up to date without the need for analysts to compile report packs

- **Dissolve 'off-Line' Data Silos**

  – Provide a **single trusted source** of business information capable of replacin duplicated, MS Excel and MS Access sources

- **Communication and Discussion**

  – Offer the ability to share findings and communicate business wide. **Devolved Report Writing**

- **Reduce Reliance on Analysts**

  – Reduce the need for highly skilled analyst involvement in the provision of management information – focus on analysing the information

- **Analyst Productivity**

  – Offer tools which allow efficient creation of complex reports, further reducing reporting time-lags

- **KPI's and Alerts**

  - *Dashboards* need to alert decision makers to exceptions in performance

- **Trend Analysis**

  - Provide comparative data to allow effective accurate, visual benchmarking of performance

- **Ad-Hoc Analysis**

  - Fully functional query toolset to allow deep analysis and reporting answering questions arising from the business

- **Interactive Push Reporting**

  - Create a suite of interactive reports and analyses commonly required by the business on a subscription basis

- **Data Warehouse – Backbone of the solution**

  – Create a single source of accurate, timely data, to support the delivery of meaningful information drawing from many different data sources to create a single version of the truth

- **Business Continuity**

  – A solution which is portable and independent of any single operational application

  – A solution that is easily supported and uses best in class technology

- **Deployment of Management Tools**

  – Delivery of an enterprise scale platform which offers scalability and depth of functionality able to support the business moving forwards
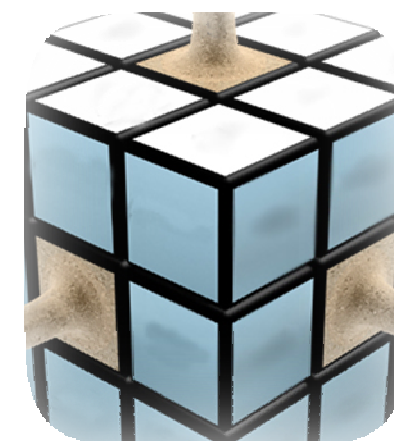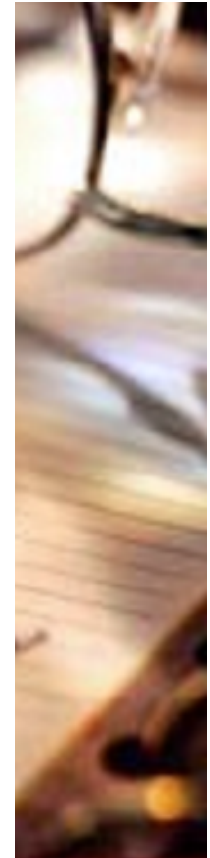
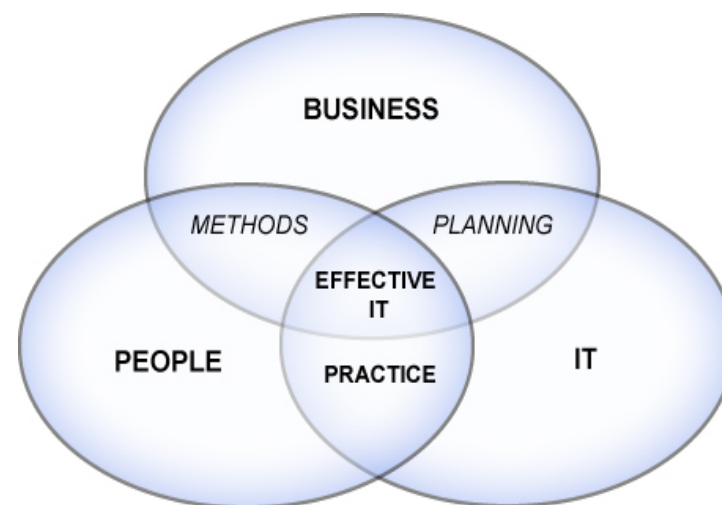DHL Supply Chain & Organisational Background

Key Project Drivers

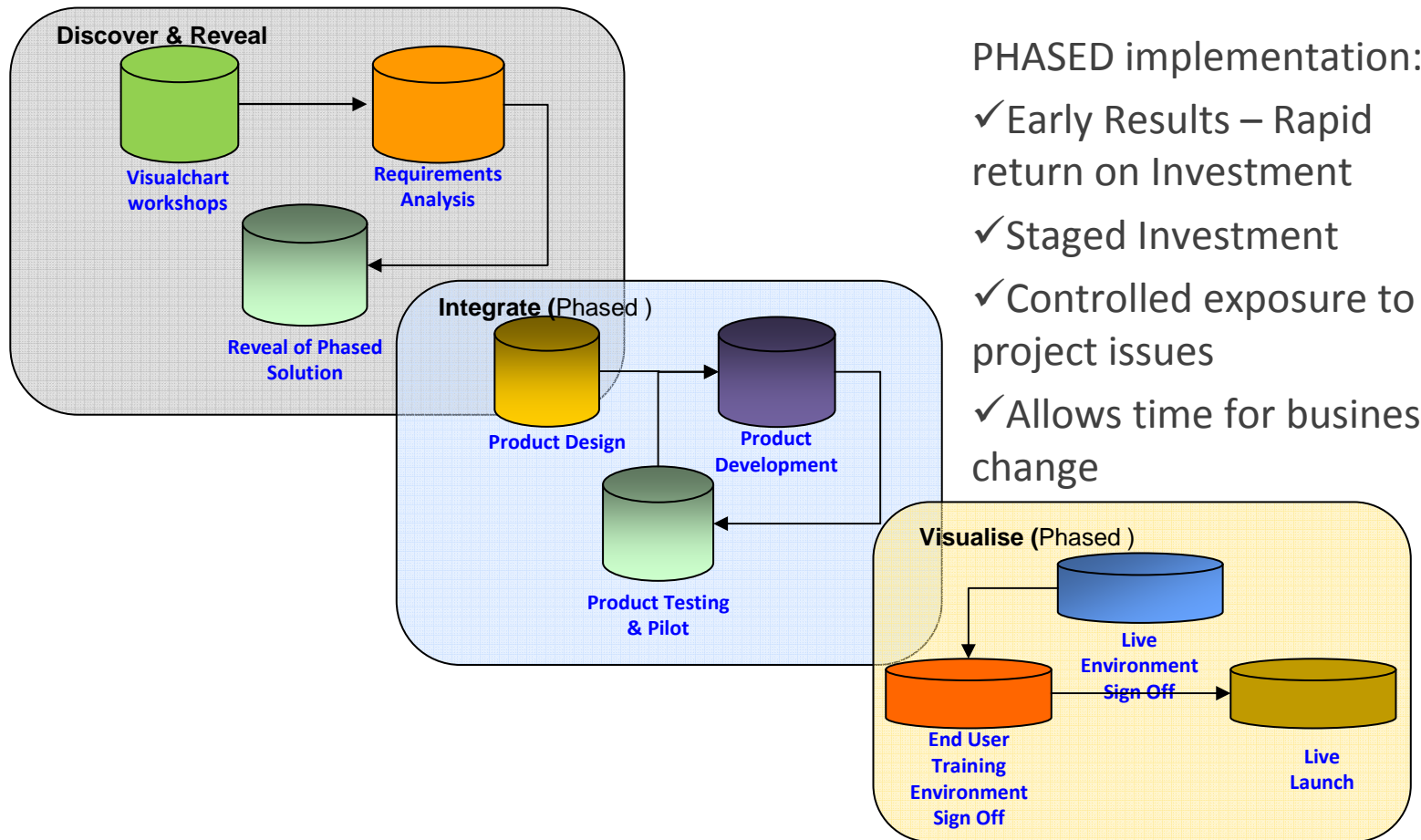Project Outcomes & Lessons Learned

Future Plans

- Executive Sponsorship
- Data Quality
- Agreed Scope
- Program Management
- Communication
- Change Management (RIO)
- Testing & Performance
- User Training & Adoption
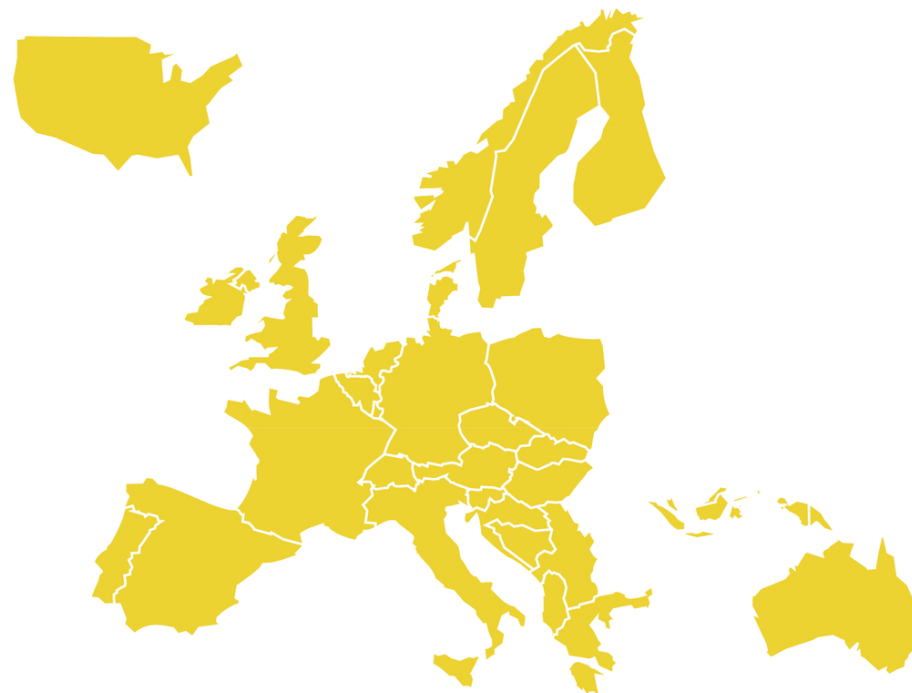
PHASED implementation:

✓ Early Results – Rapid return on Investment

✓ Staged Investment

✓ Controlled exposure to project issues

✓ Allows time for business change

DHL Supply Chain Current Customer Overview

- European deployment
- 300+ user base
- Various sectors & functions including:
  - Retail
  - Consumer
  - Industrial
  - Central IS
  - Transport
  - Finance
- Covering business areas:
  - Warehouse reporting
  - Transport & contract performance
  - Business performance
  - PO & financial reporting
  - KPI reporting and alignment
  - Procurement
  - Sales

DHL NHS Supply Chain – £2.4 Billion/annum 10 year contract

DHL provides logistics services for the healthcare industry. Includes temperature controlled environments for medicinal products and non temperature controlled for surgical or medical devices. Services include warehousing in an unparalleled network of GMP compliant facilities linked to managed transportation and customs clearance activities

Need for timely, automated, self service Business Information across all areas of the business:

- **Finance** – Consolidated monthly reporting against contract
  - Cash Flow from Changes in Working Capital
  - Operating Margin, Sales Growth Value

- **Sales** – Support for planning & forecasting, bid support and customer management
  - Contract Utilisation
  - At risk Business, volume & value
  - Forecast Value Accuracy, Conversion Volume Rate
  - Value of New Opportunities

- **Procurement** – Product price management and bid support
  - Operating Margin
  - Sales Frequency, Sales Volume Per Customer
  - Sales Value Per Customer

- **Delivery** – OTIF (on time in full) performance

Project Outcomes

Benefits:

- Provide NHS Supply Chain with **prompt**, reliable self served **information** on a **daily** basis.

- Enable NHS SC staff to maximise time acting on true information rather then preparing data.

- Provide a **standardised approach** to Management Information across the NHS Supply Chain.

- Deliver **Pro-active** dashboard **alerts** identifying areas that require **action**

- **Single** point access to a growing archive of NHS SC information.

Lessons learned: DHL NHS Supply Chain

- Project methodology to support business engagement, requirement definition, project delivery (timescales/cost)

- Business support and involvement throughout project delivery is key

- Reduce Complexity of project by delivering in phases

- Development of BI Competency Centre

DHL SPL (Service Parts Logistics) Global Logistics Market in High Tech Sector

One global service parts logistics network over 100 countries and for over 200 customers. DHL ensures that the right service parts are at the right place at the right time. Four key segments include:

Key business drivers for SPL were to improve report delivery time to decision makers, reduce the manual effort required to produce Management Information, provide a self-service report writing capability and introduce alerting capability based on key KPI tolerances.

- **Phase 1** - Same day delivery performance reporting

  – Delivery performance (Customer/Vendor)

  – Provide a standard offering with a single global view

  – Reduce time to action

- **Phase 2** – Build on Phase 1, adding KPIs in the following business areas:

  – Transportation, Warehouse Activity, Service Quality, Order Management

- **Phase 3** – support for more operational type reporting against the new SeLECT

  – Mobile deployment

  – Direct customer access

  – Following MDM programme

Benefits

- To provide a **standard** best practice reporting solution **globally** aligned to Business strategy.

- Reduce costs by removing the need for analysts to **manually** create performance information for **each** customer in each region

- Increase Operational efficiency by **alleviating** the impact multiple reporting processes had on existing core **applications**.

- Provide **best** in class customer reporting **experience**.

- Spend **less** time preparing reports and **more** time taking action from them.

- **Provide** single global view identifying trends from multiple view points allowing positive actions to be taken in support of customers & operations

Lessons learned: DHL SPL

- Project methodology – linking customer methodology with delivery team

- Business support and involvement throughout project delivery is key

- Reduce Complexity of project by delivering in phases

- Important to ensure momentum is maintained across delivery Phases

- Development of BI Competency Centre

DHL BA Carbon – All 'over the wing' replenishment for BA Short Haul Flights

Distribution of In flight airline stock for worldwide flights. Includes food, drink, cutlery, first aid boxes. This can be anything excluding plane infrastructure and furniture.

Requirement to deliver business performance (KPI) reporting across the core contract activities:

- **Transport KPIs**

  - Disruptions Response Variance (DRV)

  - Total Trips(TTs)

  - Loading Planning Efficiency (LPE)

  - Total Disruptions (TDs)

  - Vehicle Arrives Late (VAL)

- **Warehouse KPIs**

  - Equipment Prep Time (EPT)

  - Late Load Volume (LLV)

  - Late load tolerance (LLT)

  - Un-catered Flights (UF), Un-catered Disruptions (UD)

- **Business KPIs**

  - Serviced On Time (SOT)

  - Total No Flights Against Plan (FP)

  - Total No Passengers Against Plan (PP)

Benefits

- Provide **BA** with **prompt**, stunning self served **information** on the Carbon operation.

- Identify **trends** from **any** time viewpoint on which to take **action**.

- **Clear** visible day by day **performance** monitoring.

- Remove IT **Bottlenecks** and requirement on XL analysts.

- Use best of breed BI Technology to easily handle and analyse the **millions** of records Carbon will generate over time.

Lessons learned: DHL BA

- Project methodology to support business engagement, requirement definition, project delivery (timescales/cost)

- Business support and involvement throughout project delivery is key

- Reduce Complexity of project by delivering in phases

- Business sign-off and removal of old 'reporting' systems

- Development of BI Competency Centre

DHL Supply Chain & Organisational Background

Key Project Drivers

Project Outcomes & Lessons Learned
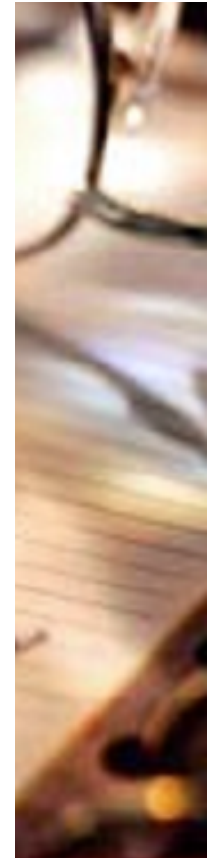
Future Plans

Future Plans

- Initiate a DHL Supply Chain BI User forum

  - Widen understanding of use benefits and share best practice, knowledge sharing

- Develop and deliver more 'templated' BI applications

  - Warehouse Performance Management

  - Transport Management

- Broaden the reach of BI across other areas within Deutsche Post DHL (Mail, GF&F, Express, Functional areas)

- Mobile BI deployment and consumerisation

- BIG data

Better BI builds better businesses

Thank you for your time !

For further information:

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