



MICROSTRATEGY SOLUTIONS FOR TRANSPORTATION AND LOGISTICS

TRANSPORTATION AND LOGISTICS COMPANIES USE BUSINESS INTELLIGENCE SOFTWARE TO STREAMLINE OPERATIONS, DISTRIBUTION, AND FLEET MANAGEMENT IN AN INDUSTRY ADAPTING TO INCREASING FUEL COSTS, CONSOLIDATION, AND GLOBAL COMPETITION.

Leading companies in the Transportation and Logistics sector rely on the MicroStrategy BI platform to make more effective decisions, especially in the following business areas:

SHIPPING PERFORMANCE MANAGEMENT

- Promote long-term profitability and customer retention by tracking key measures such as daily revenue per mile traveled, number of overruns, and the percentage of on-time deliveries
- Analyze key throughput, asset utilization, load balance, and revenue metrics to ensure that headcount and resources are used as efficiently as possible at distribution centers
- Monitor shipment details and inspection asset utilization to better determine when, where, and how often to inspect shipments

FLEET ANALYSIS AND MAINTENANCE

- Combine analytics with Automatic Vehicle Location (AVL), RFID, GPS, and other technologies to track weight, travel, and maintenance data for planes, trucks, and other vehicles in a fleet
- Monitor fuel pricing, rental agreements, fleet specifications, maintenance scheduling, and over- and under-utilized vehicles to improve operations and limit unnecessary costs

SUPPLY CHAIN AND LOGISTICS OPTIMIZATION

- Conduct thorough supply chain analysis to uncover inefficiencies and allow importers, exporters, transportation carriers, suppliers, and other partners to easily manage the distribution of their goods

- Analyze shipping, bar-code, and manifest data to quickly identify errors and quality issues at distribution centers

BUDGET AND COST MANAGEMENT

- Compare forecast vs. actual sales, tonnage, and yield to isolate the travel routes that generate the least amount of revenue and accurately predict future activity and related expenses
- Manage budgets effectively by monitoring daily vehicle running costs, forecasting monthly results based on previous results, and shedding light on expense-related metrics such as vehicle age, customer name, and book value

CUSTOMER SERVICE AND ORDER MANAGEMENT

- Provide time-saving oversight and self-service to managers, customers, suppliers, and partners with 24x7 Web access to account, booking, billing, and delivery information

CUSTOMER SUCCESSES

CON-WAY FREIGHT

As its primary performance management software platform, Con-way uses MicroStrategy throughout its operating companies to perform a number of different analyses and reporting activities, including:

- Creating and examining performance metrics and conducting analyses across multiple areas of its business operations
- Automating and improving the timeliness of performance and operational reports
- Building improved business monitoring and forecasting tools



GT NEXUS

- MicroStrategy helps GT Nexus deliver a wide range of analytics and reporting capabilities to its customers, which include Home Depot, Kmart, Xerox, Weyerhaeuser, and American Eagle Outfitters.
- GT Nexus customers can identify weak spots in their supply chain and make analytically-based decisions that can reduce costs, improve operational efficiencies, and enhance business performance.



The MicroStrategy platform supports the technical needs of Transportation and Logistics customers:

- The amount of data generated by Transportation and Logistics companies, especially considering the incredibly high numbers of vehicles and shipments, is unusually high
- Transportation and Logistics companies who distribute goods to millions of customers and manage large supply chains across many channels often deploy analysis and reporting capabilities to far more users than most other companies, and having a BI platform that supports external users in addition to the internal requirements is essential
- One, central location to control all security policies, access control lists, and permissions allows administrators the ability to maintain security across a user base that is spread around the globe

3 OF THE TOP 5 GLOBAL MAIL, PACKAGE, AND FREIGHT DELIVERY COMPANIES RELY ON MICROSTRATEGY

"MicroStrategy applications are used daily by executives and their teams to oversee operations through comprehensive analytical dashboards and reports. MicroStrategy enables the Ryder team to stay focused on the critical key performance indicators that drive our business, resulting in improved operations and customer service."

— KEVIN BOTT, RYDER SYSTEM

LEARN MORE ONLINE

MicroStrategy was rated #1 in Customer Loyalty, Data Volumes, and Standardization by The BI Survey. For the complete results, visit:

<http://www.microstrategy.com/BIsurvey>

For a list of customers by industry, including Transportation and Logistics, visit:

<http://www.microstrategy.com/CustomerList>

