

FedEx – Tracking System Integration

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Background of the Company

Overview:

FedEx Corporation is a global courier delivery services company headquartered in Memphis, Tennessee. It is known for its overnight shipping service pioneering a system for tracking packages in real-time.

History:

Founded in 1971 by Frederick W. Smith, FedEx has grown to become one of the largest logistics and transportation companies in the world, operating in over 220 countries.

The Problem/Challenge Faced

Challenges

- **Operational Complexity:** With a vast network of operations, FedEx faced challenges in managing real-time data across various systems, leading to inefficiencies in package tracking and customer service.
- **Customer Expectations:** Increasing customer demand for real-time tracking and transparency in shipping processes required a robust integration of operational systems.

Type of Integration Used

System Integration

- FedEx implemented system integration to connect various operational systems, including logistics, customer service, and GPS tracking.

Software Integration

- The integration of software platforms allowed for seamless data flow between different departments and systems.

Supply Chain Integration

- Enhanced visibility across the supply chain was achieved through integrated systems, improving efficiency.

How Integration Was Done

Technology Stack:

FedEx utilized advanced technologies such as APIs to connect different systems and enable real-time data sharing.

GPS Integration:

By integrating GPS technology, FedEx was able to provide accurate tracking information to customers, allowing them to monitor their packages in real-time.

Customer Dashboards:

Development of customer-facing dashboards that display real-time tracking information, shipment status, and delivery estimates.

Benefits Achieved

01

Improved Customer Experience

Customers can track their packages in real-time, leading to increased satisfaction and trust in the service.

02

Operational Efficiency

Streamlined operations through integrated systems reduced delays and improved the overall speed of service.

03

Data-Driven Decisions

Enhanced data analytics capabilities allowed FedEx to make informed decisions based on real-time data.

Lesson Learned

Importance of Integration

The integration of systems is crucial for operational efficiency and customer satisfaction in logistics.

Adaptability

FedEx learned the importance of being adaptable to changing customer needs and technological advancements.

Continuous Improvement

Ongoing evaluation and enhancement of integrated systems are necessary to maintain competitive advantage and meet customer expectations.