

# \$1 Billion Logistics company improved their customer's shipment tracking experience using TMDC's DataOS

## Industry

Logistics & Freight

## Headquarters

Seattle, WA

## Objective

Improve customer service and achieve superior financial results

## TMDC Solution

The Modern Data Company deployed DataOS in six weeks along with Data Catalog to create a single source of truthful data. The customer can enrich data quality by using Data Profiler in DataOS and couple it with Alerting application to track, monitor any shipment on a real-time basis

## DataOS Key Benefits

- Improve customer experience by showing accurate and real-time status of their shipments
- Enrich data quality and facilitate root cause analysis by using data lineage

## The Customer

With operations around the globe, our customer an American worldwide logistics and freight forwarding company. Their mission is to set the standard for excellence in global logistics through total commitment to quality in people and customer service, with superior financial results.

## The Challenge

Logistics companies need to track the status, location, and performance of thousands to millions of shipments and provide real-time update to its customers and at the same time it should be available to customer's employees to understand any possibility of missing shipments.

However, our customer's business teams were stuck using old data, which is low quality and often not available. They often struggled with basic access to data they need to identify any misplacements.

Our customer's data infrastructure was not prepared for a shift to digital, including the lack of a single source of data, data discovery, real-time data and processing.

## Key Results



*50% Lower operational costs of running their data pipelines Y-o-Y*



*5x faster Real-time data processing*



*30% increase in customer satisfaction ratings within 3 months*

## The Benefits

TMDC delivered an enterprise grade product that created a single source of truth for all data along with the following business value **in 6 weeks**.

- Root case analysis for shipment misplacements using data lineage
- Enrich data quality and work on real-time data
- Monitor status of shipments and alert customer's with precise time of delivery or delay

## DataOS<sup>®</sup> Enables Best-in-class

Our customer has thus far only worked with Gartner's top data products but bad data powering them meant inaccurate data results and resulting in poor customer experience. **None of these investments yielded positive ROI due to the lack of good data powering them.**

We were selected to engage with a digital team to deploy DataOS and to improve data quality and facilitating real time data analysis. This enabled our customer to showcase real-time status of their shipment to their customer.

## Enriching Data Quality and facilitating root cause analysis

Unlike other data management platforms, we successfully completed the end-to-end deployment of DataOS on our customer's cloud within six weeks, with their data fully catalogued and profiled. Customer teams were able to use DataOS to enrich data quality by making alterations through an advanced data querying platform. This helped our customer to retrieve and display accurate shipment details to their customers.

For shipment misplacements, our customer use data lineage to track the data of a shipment from its origin to destination and then dig deeper into various reasons for misplacement of the shipment.

## About DataOS<sup>®</sup>

DataOS enables enterprises to ingest, process, transform, govern, and orchestrate data from disparate data sources to deliver a trusted and real-time view of customer and business data. DataOS humanizes data and its access, breaks data silos and transforms companies as they take steps towards data democracy and gaining business insights in real-time.

## About The Modern Data Company

Founded in 2018, The Modern Data Company (TMDC) began with the realization that enterprise-wide data access has been siloed. Data engineers and database administrators have been the longstanding data gatekeepers who funneled data to analysts and data scientists. We aim to change that by freeing enterprises to make better data driven decisions by democratizing access to data. When all employees, irrespective of their technical skills or background, can easily explore and analyze enterprise data, then both productivity and market expansion are realized at a faster pace.