MODERN

Global Logistics Company Transforms Shipment Tracking using Modern DataOS

Industry

Logistics & Freight

Headquarters

Seattle, WA

Objective

Improve customer service and achieve superior financial results

DataOS® Key Results

- **5x faster real-time data processing**

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

- **50% lower data pipeline operations cost**

The Customer

This American logistics and freight forwarding company has operations around the globe. They aspire to set the standard for excellence in global logistics, and to achieve superior financial results along the way.

The Challenge

They must track the status, location, and delivery performance of millions of shipments, provide real-time updates to customers on demand, and alert customers of any possibility of late or missing shipments.

The Problem

The company's data infrastructure was not capable of operating in a real-time, digital world. Their business teams were burdened with old, slow, inconsistent, and low quality data, and they struggled to meet their basic needs. Consequently, although they resorted to constant workarounds and endless hours on phone calls, they never got ahead.

The Solution

What did they need?
A unified, company-wide, single source of reliable data, available in real time, with automatic alerts, and dashboard views of the entire operation.

So that's what Modern gave them.

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The Benefits

Modern delivered an enterprise-grade solution **in just 6 weeks:**

- Provides a "single source of truth" for all data

- Accurate and real-time status for all shipments

- Enriches data quality and enhances all analytics

- Enables root cause analysis for any shipment misplacements via rigorous data lineage

- Monitors status of all shipments and alerts users with precise times of delivery

DataOS® Enables Best-in-Class Performance

Although the company used only data management tools that were highly rated by Gartner, the bad data led to inaccurate results and very poor customer experiences. Consequently, none of these data management investments yielded positive ROI.

By cleaning up data quality and facilitating real time data processing and analysis, the customer was able to shift to real-time tracking and provide outstanding service to their customers.

Enriching Data Quality and Facilitating Root Cause Analysis

Modern completed the end-to-end deployment of DataOS on the customer's cloud within six weeks, with their data fully catalogued and profiled. Customer teams were then able to use DataOS to enrich data quality through an advanced data query platform so they could retrieve and display accurate shipment details for all customers. Modern's data lineage tool enabled them to track delayed and misplaced shipments to identify root causes and thereby make systematic improvement to operations.

The Modern 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.

About DataOS®

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.