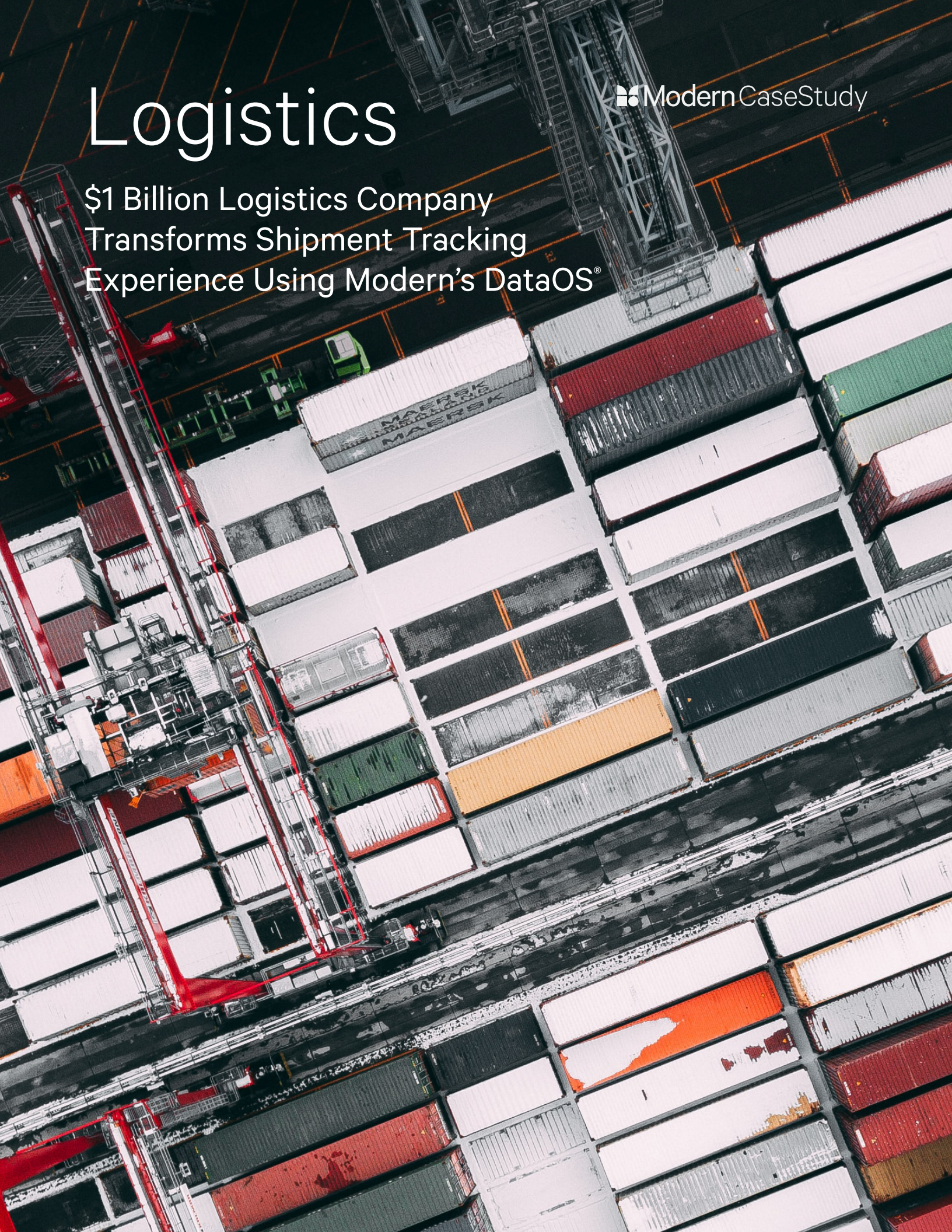


# Logistics

 ModernCaseStudy

\$1 Billion Logistics Company  
Transforms Shipment Tracking  
Experience Using Modern's DataOS®





## 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 through commitment to quality, with superior financial results along the way.

## The Challenge

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

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. Consequently, although they resorted to constant workarounds and endless hours on phone calls, the business teams couldn't get ahead.

## The Solution

What did they need?

A unified, company-wide single source of reliable data, available in real time with automatic alerts.

That's what Modern gave them.

## Key Results

- 5x faster real-time data processing
- 30% increase in customer satisfaction ratings in 3 months
- 50% lower data pipeline operations cost

### Industry

Logistics & Freight

### Headquarters

Seattle, WA

### Objective

Improve shipment and customer service to achieve superior financial results

### Modern Solution

- Instituted a unified Data Catalog to create a single source of truthful data across the organization
- Enriched data quality by using our proprietary Data Profiler
- Incorporated an alerting application that tracks all shipments on a real-time basis

All in six weeks from start to value capture.



## DataOS®: Best-in-Class Data Fabric

Although the company has only used data management tools that were highly rated by Gartner, the bad data powering them meant inaccurate results and 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 for 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 cataloged and profiled.

Customer teams were then able to use DataOS to enrich data quality through an advanced data query platform so that they could retrieve and display accurate shipment details to all customers.

Data lineage within DataOS enabled them to track delayed and misplaced shipments to identify root causes and thereby make systematic improvements to operations.

### The Benefits

Modern delivered an enterprise-grade solution in 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 using data lineage
- Monitors status of all shipments and alerts customers with precise times of delivery



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