

CUSTOMER SUCCESS STORY:
DHL

DHL offers their customers superior service and innovative solutions that allow them to deliver on over 4 million promises a day.



Customer Profile

Industry: Logistics
Organization: DHL Express
Revenue: \$32 billion
Employees: 285,000 worldwide

Business Impact Summary:

Customer Overview:

DHL is the global market leader of the international express and logistics industry, specializing in providing innovative and customized solutions from a single source. DHL's international network links more than 220 countries and territories worldwide with over 285,000 employees dedicated to providing fast and reliable services that exceed customers' expectations.

Business Challenge:

Building on their core strengths of customer service, responsiveness and flexibility, DHL has implemented a comprehensive program that examines every facet of its business to enhance customer service through innovation, to focus on higher margin products, and to reduce expenses where it makes sense.

Solution:

CA's Service Management Solution was deployed globally, helping to consolidate the management of the DHL IT environment. As a result DHL now utilizes a follow-the-sun strategy with Data Centers in Scottsdale, Prague and Kuala Lumpur. The strategy provides a 24x7x365 view of the network, proactively identifying areas that could impede the company's commitment to its customers.

Results:

DHL is moving forward with its commitment to customer service with confidence because of the improved availability of their systems, networks, efficiency and process improvement due to their partnership with CA.

“World class IT organizations require world class business partners and DHL is realizing that with CA and the solutions that they have brought to us.”

Maryann Goebel
CIO, DHL Express

Business

The Global Leader in International Express and Logistics

DHL is the global market leader of the international express and logistics industry, specializing in providing innovative and customized solutions from a single source. DHL offers expertise in express, air and ocean freight, overland transport, and contract logistic solutions as well as international mail services, combined with worldwide coverage and an in-depth understanding of local markets. DHL’s international network links more than 220 countries and territories worldwide with over 285,000 employees dedicated to providing fast and reliable services that exceed customers’ expectations.

Founded in San Francisco in 1969, DHL is a Deutsche Post World Net brand. As the world’s largest and most experienced carrier, DHL maintains the world’s leading international air express and logistics network by continually expanding and upgrading its system of offices, hubs and gateways, and by offering superior customer service through a well-trained and dedicated workforce.

Challenge

Putting Customer Service Back in Shipping

Building on their core strengths of customer service, responsiveness and flexibility, DHL has implemented a comprehensive program that examines every facet of its business to enhance customer service through innovation, to focus on higher margin products, and to reduce expenses where it makes sense.

As a result, DHL realized that one of their customers’ top priorities is a more efficient business process to support importation. To better meet this need, and driven by the large and growing \$1.5 trillion import market, DHL launched a strategic initiative in the U.S. highlighting its Import Express product. DHL Import Express offers U.S. customers:

- One all-inclusive door-to-door service for expediting imports — with one company, in one currency and on one invoice
- Availability of this service in over 210 countries
- The ability to save time and lower costs (through avoidance of currency conversion fees, etc.)

The U.S. is the fastest growing region for DHL Import Express in the world, and has generated strong volumes since the launch of the strategic initiative six months ago.

This sustained growth and superior customer service is supported by IT enablers that make it possible to provide high-quality service through shipping and tracking tools, increased shipment visibility, more accurate reporting, and other benefits.

A Supply and Demand Model for IT

Behind every great business is a great IT organization and DHL is no exception. To support its tremendous growth, DHL globally organized IT into two distinct functions, Supply and Demand, which is nevertheless highly integrated. They are aligned to drive both business excellence as well as IT delivery execution. “In much the same way the global economy is driven by the laws of supply and demand so we have organized DHL IT to manage the information supply chain,” declared Maryann Goebel, CIO, DHL Express. “Supply is the ‘build and run’ side and Demand identifies, defines and translates business requirements into IT initiatives.”

This new IT structure provides a much better match between pressing business needs and the appropriate IT solutions. It also improves the customer focus of IT by delivering control of projects back into the business and prioritizing IT projects based on customers’ needs. “With this approach, we are simply better able to support each business unit in acquiring and serving customers,” Goebel noted.

Solution

CA At Work

To support tremendous growth and an innovative IT structure, DHL needed a partner that complimented their three fundamental principles:

- Easy accessibility to customers at all times
- Providing world-class customized solutions for their shipping and logistics needs
- Working in concert with their customers

CA was just such a partner. In reflecting on DHL’s choice of CA, Goebel stated, “The relationship that DHL has with CA is more than just that of a customer and a service provider. Yes, we employ a sophisticated set of solutions provided by CA but more than that, CA partners with us to understand the business challenges that we face and helps us determine how we can fully leverage the services and products that they offer.”

CA’s Service Management Solution was deployed globally, helping to consolidate the management of the IT environment. As a result DHL now utilizes a follow-the-sun strategy with Data Centers in Scottsdale, Prague and Kuala Lumpur. The strategy provides a 24x7x365 view of the network, proactively identifying areas that could impede the company’s commitment to its customers.

Additionally, DHL is also using the solution to automate the processing of key logistical information that tracks the status of over 1 billion shipments annually, allowing them to provide near real-time tracking information.

Business Impact (Results)

DHL is moving forward with its commitment to customer service with confidence because of the partnership with CA. With Service Management Solutions from CA, DHL has been able to centralize and automate the management of its global logistics and package tracking services, reaching previously unattainable levels of efficiency. Specifically DHL can now:

- Increase service availability through the consolidation of its service management environment allowing the active oversight of critical services.
- Manage risk by using CA solutions to help the company provide IT management solutions that keep the data flowing to customers.
- Reduce capital costs through employment of its “Optimize the Factory” program. In fact, capital costs have been reduced through better planning of device utilization and, in some cases, the reduction of hardware and excess capacity, thus eliminating recurring charges for network links, hardware and associated support.
- Manage costs operationally through automating activities, many of them routine, but some quite complex. This frees up valuable resources to support both DHL’s business and IT strategy.

Through the unification of its global IT management and logistics tracking, DHL has simplified its systems, processes and technology to deliver on their promises to customers. Goebel concluded, “World Class IT organizations require world class business partners and DHL is realizing that with CA and the solutions that they have brought to us.”

To learn more and see how CA software solutions enable other organizations to unify and simplify IT management for better business results, visit ca.com/customers.