

Customer Success Story

## Real-time visibility and dispatch support for DHL Freight



### Customer

DHL Freight (Europe), Bonn (Germany)

### Summary

Using LS/ATN, DHL Freight dispatchers efficiently plan thousands of daily part and full truck loads (PTL and FTL) and the company management has real-time visibility on transportation capacities and orders in 23 countries.

The solution has been deployed since 2007 to dozens of European locations and supports hundreds of users in their daily work.

### Key Benefits

- ❑ Increased capacity utilization
- ❑ Higher dispatch process efficiency
- ❑ Real-time event handling
- ❑ Instant visibility of KPIs
- ❑ Increased service quality

“LS/ATN provides the management with clear visibility and enables our dispatchers to work more efficiently.”

Martin Ahleff, BPO Manager, DHL Freight

“We selected LS/ATN based on its superior technology and its capability to optimize dispatch decisions in real-time.”

Urs Brüllhardt, Director Freight Trade & Product Management, DHL Freight

### Business Opportunity

DHL Freight (Europe) operates one of the largest networks for ground transportation in Europe. Due to fast growth in recent years, the company has had to integrate numerous local structures, processes, and system environments.

The management had to master the challenge to benchmark capacity requirements, utilization, purchasing effectiveness, or other key performance metrics across the entire organization.

The freight dispatchers at the same time had to be equipped with new, future-proof tools to efficiently make the best of all the opportunities and advantages offered by such a dynamic, distributed transportation network.

### Solution with LS/ATN

Looking for a system that would provide true real-time visibility and dispatch support under such demanding conditions, DHL Freight chose a solution using Whitestein's LS/ATN transport dispatch optimization software.

DHL Freight selected LS/ATN based on its superior technology that enables the real-time dynamic optimization of dispatch decisions. The product also stood out in terms of its support for a 'virtual' centralization of dispatching operations for geographically distributed teams.

Its easy to use 'drag & drop' interface would let dispatchers plan and finalize optimized loads and routes given live customer demand and relevant events.

And not least, its capabilities for real-time visualization of available capacities and orders promised to promote valuable improvements in service quality and vehicle utilization.

### Results

In daily operation the solution with LS/ATN demonstrates that it not only supports dispatchers in achieving efficiency gains, but also contributes to a reduction in the kilometers driven, sensibly improves the usage of expensive transport means, and increases the load factor.

Throughout the full order life cycle, decision makers retain full control and clear visibility of their assignments. Powerful filtering and screen customization options make sure that everyone can access crucial information in an intuitive and timely manner.

LS/ATN seamlessly integrates with the existing IT infrastructure, including multiple Transportation Management Systems (TMS) and the company's Management Information System (MIS).

“Whitestein is a most knowledgeable and reliable supplier. LS/ATN is easy to use and integrates well with our other systems.”

Henning Goldmann, CIO, DHL Freight

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