

### Client Profile

Our client is one of Colombia's largest logistics and transportation companies and distinguishes itself by providing highly tailored and flexible supply-chain and package delivery solutions. Its customer portfolio includes many of Colombia's largest corporations in the fields of manufacturing, retail and commerce.

### Business Situation

Our client wanted to aggressively expand its operations to a larger number of cities and customers, without sacrificing its key differentiator in providing tailored logistical solutions. The company's technology platform at the time, however, did not provide an adequate support for its strategy. It was based on old and inflexible technologies that would not scale properly, and could not adequately handle the increasing complexity of customer demands.

To succeed in its goals, it was imperative for our client to develop a new software platform that could fully support a growing business operation, meet the requirements of a larger customer base, while allowing the company to maintain its service edge. The new solution required the following features:

- A flexible and dynamic design that could support the ever-growing variety of logistics and transportation services offered to customers, on a tailored basis.
- The ability to integrate relevant heterogeneous systems and databases that currently supported our client's operation.
- The possibility to integrate with the business applications of our client's customers, so as to expedite and automate the order entry and billing processes.
- A more reliable and scalable software that could guarantee on-line access to critical transaction data, while allowing for the permanent, real-time, tracking of services being delivered.

### Business solution

Initially PSL was commissioned to manage and maintain the applications that currently supported the business operation at our client. During this period, PSL gained a profound understanding of the company's operations. The close business relationship evolved into a PSL-led redesign of the company's business processes. This was carried about utilizing

Business Process Model guidelines and PSL's CMMI level 5 practices. Parting from the new, redesigned business model, PSL proposed, designed and implemented a new software solution that:

- Fully supports the modeling of specific and differentiated services for each customer (as per a variety of relevant parameters) and their automated management in the system.
- Seamlessly integrates with the applications of our client's customers to automate both the order entry process via web services, as well as the billing functions.
- Permanent on-line access and updates of the information available in the system. The information stays up-to-date due to web interfaces and the use of mobile devices that allow the user to register, update and query each service that is being requested or delivered.
- Use of satellite and GPS technology - integrated into the application- to permanently track transportations services.

PSL's solution was designed and implemented in a record time of 16 months, and was delivered in several phases following PSL's iterative and incremental methodology. This allowed the client to take advantage of early wins and keep company moral high during the development of the software.

Platform: J2EE with Web Interface

DBMS: MSQl Server 2005

Architecture: SOA

## Benefits

The PSL-led redesign of our client's business processes, and the subsequent development of a new software solution, resulted in:

- The implementation of a system that can easily automate specific transportation solutions offered to each client. Before it would take 20 days to modify the system to provide a new service. Today, this process takes place in less than an hour.
- Access to instant on-line information on the details of each service being delivered, lowering the average time for generating logistics reports from 2 days to 2 minutes.

## Success Case

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- Inclusion of an automated process for entering and scheduling customer service requests, reducing average time taken to input large requests from 2 hours to 5 minutes.
- The more agile, customizable software platform has become a competitive advantage for our client, leading to the acquisition of new large accounts after its implementation.