



Business challenge

To improve efficiency and deliver a better customer experience, Panalpina World Transport (Holding) Ltd. needed to automate its processes and streamline an increasingly complex IT landscape.

Transformation

Panalpina worked with IBM to create a solution using three primary components based on IBM Middleware solutions: an enterprise service bus (ESB) infrastructure, a business process management (BPM) solution, and an application programming interface (API) management platform.

Business benefits

Automates processes

that were previously manual, increasing efficiency

Simplifies procedures

for connecting with external partners using APIs

Speeds information sharing

with customers, providing near real-time status

Panalpina World Transport (Holding) Ltd.

Delivering fast, flexible service worldwide using IBM Middleware solutions

Panalpina is a leading provider of supply chain solutions, combining air freight, ocean freight and logistics services. Headquartered in Basel, Switzerland, Panalpina has approximately 500 offices in more than 70 countries. It employs more than 14,500 people.

“We now have better access to information and can give our customers near real-time information about the status of their shipments.”

—Pavel Perejoguine, Corporate Head of Data and Architecture, Panalpina World Transport (Holding) Ltd.

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Seeking automation, integration

Like many industries, freight forwarding faces increasing numbers of regulations that constantly change. Plus, industry profit margins are low, so efficiency is essential. “In the freight forwarding industry, you have to make sure that you can sustain high volumes, but for substantial profits, you must also reduce your costs,” says Pavel Perejoguine, Corporate Head of Data and Architecture at Panalpina.

But Panalpina had a growing number of applications that prevented optimal efficiency. “We have more than 800 applications running, and this number is growing,” says Perejoguine. “To be as effective and competitive as possible, we have no other choice but to automate most of our processes and interfaces to streamline our IT landscape.” The business wanted a flexible solution that would help automate processes and improve the customer experience by allowing it to provide customers with timely information about shipments.

Streamlining complexity

Panalpina worked with IBM to create a solution using three primary components: an enterprise service bus (ESB) infrastructure, a business process management (BPM) solution, and an application programming interface (API) management platform. “We invested in IBM Integration Bus, which provides enterprise service bus capabilities, IBM Business Process Manager software to automate our business processes, and IBM Operational Decision Manager to manage our business rules in a central engine,” says Perejoguine. With the BPM platform, Panalpina can automate processes to eliminate manual tasks and easily adjust business rules to accommodate changing regulations.

The business also invested in IBM API Connect™ software and IBM® DataPower® Gateway devices to communicate with partners by publishing external interfaces as managed APIs. “The API is very important for our solution,” says Perejoguine. “We have to communicate with a lot of our partners and

other logistics companies. Without manageable APIs, it is very costly to maintain those operations.”

Boosting efficiency

Panalpina used manual processes such as spreadsheets and manual data entry for years. “These are error-prone, expensive and laborious processes,” says Perejoguine. “With the IBM tools, we can now replace these methods with a fully automated solution. We now have better access to information and can give our customers near real-time information about the status of their shipments.” Using its previous methods, it could take several hours to add a new customer and address to its master data set. With the IBM solution, the business can add this information in a few minutes.

Panalpina believes that the solution will help it maintain customers’ trust. “Our customers outsource all of their logistics problems to us, including managing all of the regulations from government authorities,” says Perejoguine. “It’s important that our customers trust us. And now we have to have a solution that helps us comply with all of those changing regulations.”

Solution components

- IBM® API Connect™
- IBM Business Process Manager
- IBM DataPower® Gateway
- IBM Integration Bus
- IBM Operational Decision Manager

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