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**1.000.000.000 Track Events per month.
1 Performance Management Solution.**



Next Generation
Business Performance Management

The Deutsche Post World Net at the top. BusinessCoDe technology on board.

Next Generation Business Performance Management in operation

With a positive globalisation of its activities, the Deutsche Post World Net has defined a clear and long-term strategy: Becoming No. 1 in the global logistic business sector. Against this background, the Deutsche Post World Net started to partner with leading logistic enterprises to set up its own European network at the end of the 90ies. As a result of this process the Deutsche Post World Net became the European market leader for parcel- and express services. – At that stage *Business Mirror* was already on board. BusinessCoDe developed an innovative Performance Management System for the Deutsche Post World Net based on *Business Mirror*, in order to design more efficient measurements, more exact analyses and more near time optimisations for all logistics services.

Key questions – *Business Mirror* is the answer

As we were facing a highly diversified business environment, we developed *Business Mirror* in order to meet all key requirements. Using *Business Mirror* as a core development component, we designed an indicator based on a Quality Management System for European express products. At first, basic performance figures were needed, such as delivery quality or process compatibility for the various process parties within the network. Shortly after that, the integrated network was consistently measurable, simultaneously allowing an increase in performance. Finally, the business processes of our partners continued to be integrated in short cycles. Within the ongoing process, *Business Mirror* ensures that measurement logics are always up to date.

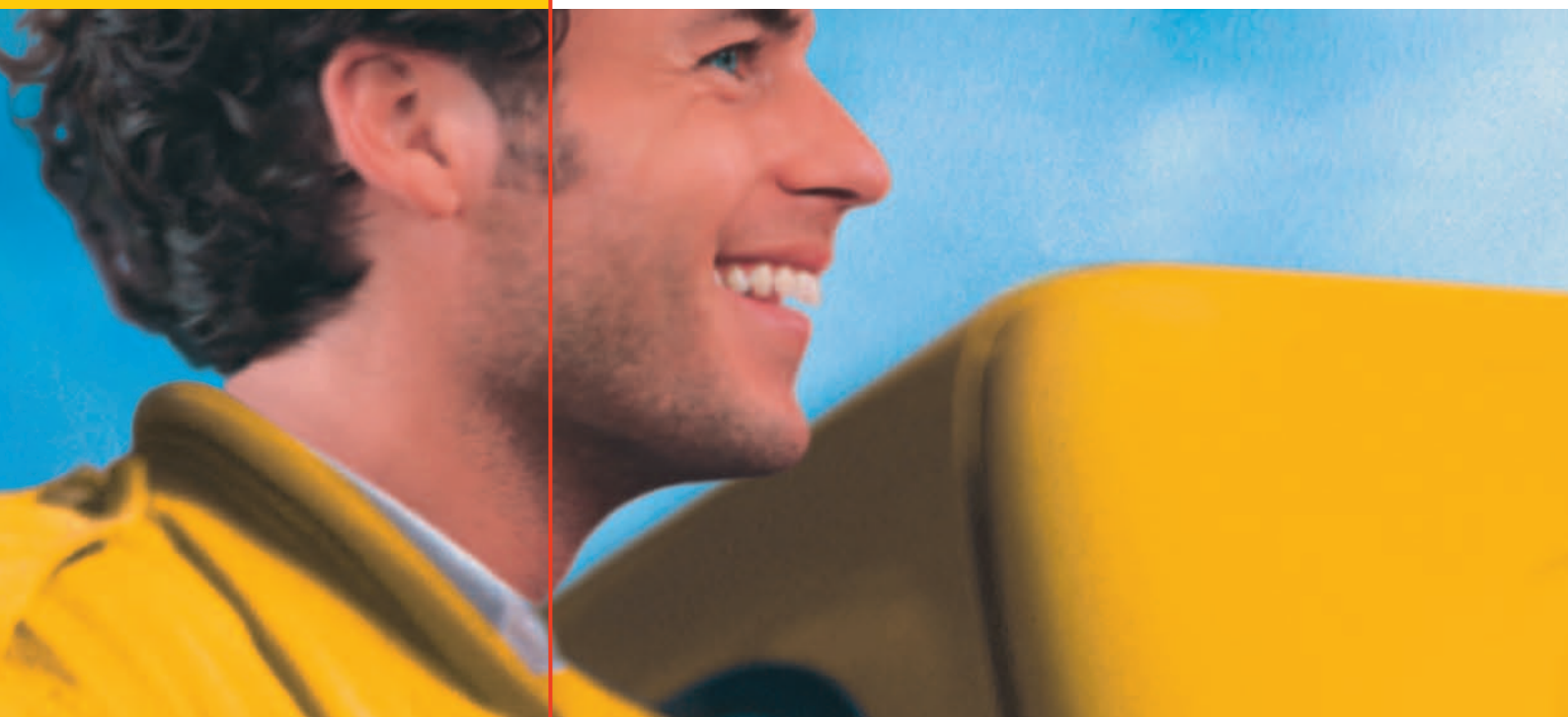
One overall solution for all future express products

In 2003, DANZAS express products were integrated into the measurement system and the system was migrated successfully on the central Data Warehouse (Teradata). After only one month of analysis and development the most important KPIs (Key Performance Indicators) became already fully transparent.

Since the end of 2004, we pursued the integration of an overall solution for all express products including the root cause analysis as well as integrated Corrective Action Management as vital integration factors. The amount of data to be processed runs up to about 100 million deliveries and respectively 1 billion track events per month – these figures represent about 5 % of the transnational world trade market.

Deutsche Post  World Net

MAIL EXPRESS LOGISTICS FINANCE



A quick start into an ongoing success story. BusinessCoDe and *Business Mirror*.

Time-to-Market with factor 10

All *Business Mirror* features and solutions are the logical consequence of an accelerating development on the global markets – not only in the logistic sector. The numbers of enterprises with heterogeneous business structures are increasing and continuously demand higher quality, speed and performance of services. Therefore, *Business Mirror* as a development environment for business logic was designed right from the start in order to provide a speed factor that is 10 times faster than those of conventional methods. This start-up is possible within just 30 days. In short: While everyone else is still running tests, you are already online.





A quick start-up – realtime problem solving

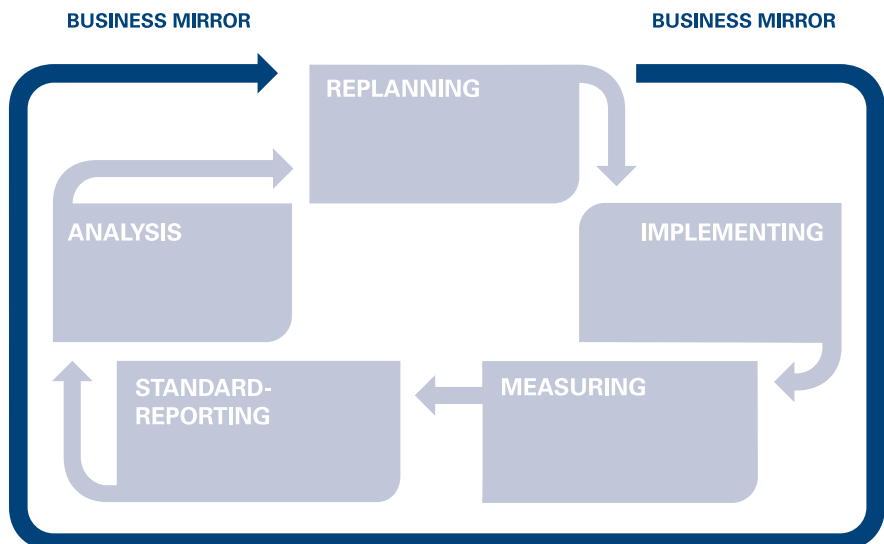
Business Mirror offers more than a start-up as it also enables reaction times of less than one day. With our technology, expert know-how can be immediately and automatically transferred into the Performance Management System. Experts identify their business objects, such as a parcel. Features of these business objects, for instance product, product-related services or customised lead times, can be used for measurement formats. Experts and analysts can alter these frames directly allowing reaction towards modified business conditions. As an example, the product features such as “time definite” and “day definite” can be used for a specific measurement, focussing on delivery quality of express products. The extensive and drawn out development processes including numerous tests of all applications before implementation are no longer necessary. The test is performed by the expert and/or the analyst during the implementation phase.

In the case of the Deutsche Post World Net / DHL, the operational data are stored in a central Data Warehouse that also provides the tracking- and tracing systems with information. The data are always online and up to date. Hence, changes in the measurement input can be tested directly on real data.

Save time, resources and money on a long-term basis

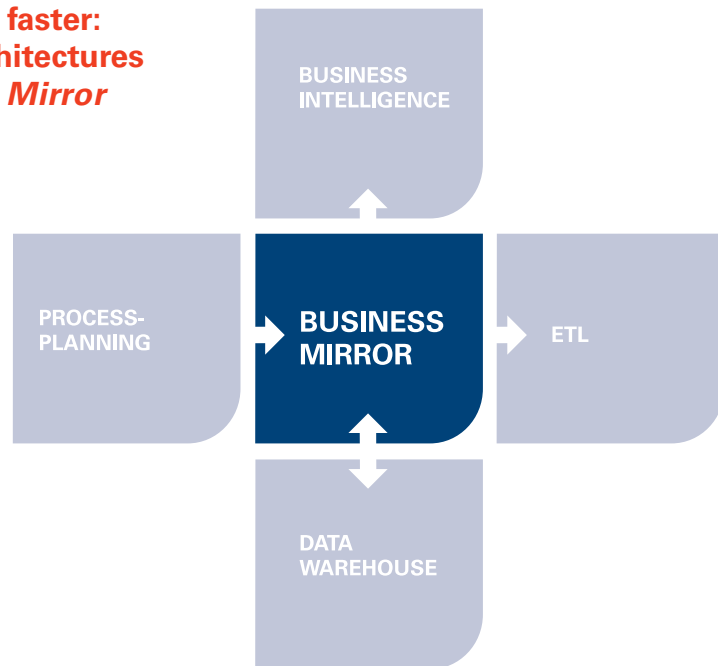
Business Mirror is cost-effective and saves on development expenses from the very beginning. External consultants and developers, who draw up and implement a requirement statement for retesting and repeating optimisation, become obsolete. The repository of measurement rules created in *Business Mirror* can be used by all departments. Different departments of the Deutsche Post World Net receive reports that enable different views on the delivery quality. The rules determining the delay of a parcel are stored in *Business Mirror*. Therefore, they are identical with all reporting systems.

Speed up the business process Life Cycle



The development that cannot be stopped. Not only within logistics.

Achieve more, faster:
Existing IT-architectures
plus *Business Mirror*



A platform for performance and business success

The example of the Deutsche Post World Net reflects how important it is to consistently develop state-of-the-art and efficient Performance Management technologies. Up to now, extensive resources have been necessary in order to combine measurement, analysis, forecasting, constant optimisation, and to then implement them in existing IT-architectures. *Business Mirror* dramatically reduces these cost involving and time-consuming procedures.



Benefit from your existing system, profit from our innovations

Business Mirror and the solutions based on it work with your existing IT-architecture and its components. The following show just a few specific advantages of *Business Mirror*:

- | **Importing and reengineering of existing enterprise models**
- | **No restrictions regarding the database volume**
- | **Usage of contents stored as templates in the process planning tool for measurement logic**
- | **Full use of the data warehouse capacity**
- | **Generating reports in the BI-environment**
- | **Reworking of reports possible**
- | **A platform for Round-Trip-Engineering of the business logic**

Reach more, faster – safeguard investments

Investment-intensive decisions once made, cannot be cancelled. Solutions based on *Business Mirror* enhance the performance of existing systems within a very short time. *Business Mirror* is compatible with a large number of existing architectures, systems and applications. Their independence is maintained at all times. Safeguarding of investments is guaranteed.

