

“Next Generation” technology at the Deutsche Post World Net

A mirror for your Business



The Business Mirror plays a central role in the Performance Management of the Deutsche Post World Net.

On its way to becoming No. 1 in the global logistic business sector, the Deutsche Post World Net (DPWN) aims not only to grow in quantity. The Business Mirror remains on board, representing an integrated overall solution for the analysis and optimisation of today's and tomorrow's business processes.

In the course of expanding and globalising its activities, the Deutsche Post World Net began partnerships with leading logistic enterprises and had set up its own European network by the end of the 90's. This, at that time, unparalleled operation in history of global logistics was also the initiation of the Business Mirror and its combined solutions. With the Business Mirror, the company BusinessCoDe, located in Bonn, Germany, developed for the DPWN an innovative Performance Management System in order to receive more efficient measurements, more exact analyses and prompt optimisations of the delivery processes.



Open structures and central Data Warehouse

Thereby, the developed and heterogeneous business environment of the DPWN posed an extra challenge. In particular the investments of both the DPWN and its new subsidiaries in various IT architectures and networks had to stay secured. Therefore right from the start, BusinessCoDe could only consider a solution on the basis of open system structures that can be combined within existing operative systems and reporting applications. First of all, essential performance key figures on delivery quality, timelines and process compatibility were required, and, at the first stage, an error allocation to the different process participants in the network.

With the Business Mirror as the core development component, a quality management system was then developed for the international European express products, which is independent from platforms and based on key figures. After only a short period of time, the integrated network of DHL could be measured consistently and the performance could be noticeably increased.

Afterwards, the business processes of the partners firms could be then further integrated in short cycles. In 2003 the express products of the

DANZAS enterprise could also be included into the measuring system. After only one month of analysis and development, the most important KPIs (Key Performance Indicators) could be calculated. Additionally, the solution was successfully migrated on a central data warehouse – the NCR Teradata system.

Automatic root cause analysis

Towards the end of 2004, BusinessCoDe started the further development of the system into an integrated overall solution for all express products. This overall solution has now been successfully in use since the spring of 2005 and also includes error allocation channelled to the process participants, a consistent root cause analysis as well as integrated Corrective Action Management. The analysis results can be converted efficiently and in real-time into relevant corrective- and optimisation processes. The circuit of process planning, implementation, measurement, reporting, analysis and corrections as well as optimisation and replanning was then closed and the IT basis for a permanent optimisation process was created.

In addition, the Business Mirror today provides an application that represents a new generation of

technology. This includes in particular the transparent presentation of the implemented query logic in form of flowcharts. The coding of the flowcharts and implementation in SQL statements

are carried out in the background, which not only saves an enormous amount of coding work. The users at DPWN do not need any knowledge of programming and can easily and quickly file their business

logic as measurement rules in these flowcharts or can carry out alterations independently in order to react to modified business conditions.



Enormous amounts of data: The tracking at DWHL comprises of 100 million parcels and/or 1 billion track events per month.

Easy changes, quick reactions

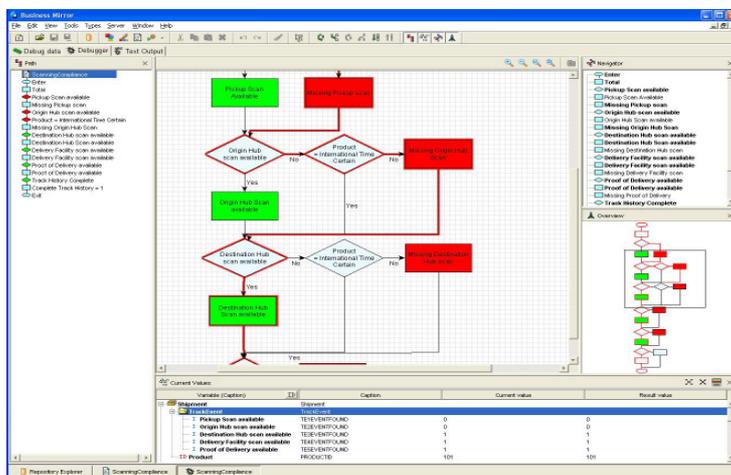
The solution speaks the language of the DPWN expert, who can therefore identify her/his business objects without difficulties – at DHL Express, for example, a parcel, a shipment or a truck. Properties of these objects, such as product, additional services or customer specific runtimes and/or product features such as “time definite”, “day definite” or “cash on delivery” can be used by the expert in the measurement rules the same way as numerous additional features and indicators. The expert know-

how is in this way again and again transferred immediately and automatically into the Performance Management System.

The results are reaction times of less than one day – without any interminable development processes and/or extensive tests in all applications. Because the operative data of the DPWN are located in the central warehouse, which also provides the Tracking & Tracing systems with information, the data are always available online and are up-to-date. Alterations in the measurement rules can

therefore be tested directly and quickly on a broad and realistic data basis.

On the basis of these measurement rules (target) and/or by matching with the data bases from the data warehouse (actual), the required reports can be generated at anytime – from snapshots of a single situation measurement (for internal or external evidence or for performance reasons) and basic key figures on detail level, KPI reports and concentrated management reports up to error- and root cause allocations.



All measurement rules are kept in the form of standard flow charts that can be worked on quickly and easily - without any programming knowledge.

Consistent measurement rules

The repository of business rules that are built up in the Business Mirror is used across departments. That means, for example, that the different departments of DPWN are provided with reports that allow different views on the delivery quality.

But the rules specifying whether a parcel is delayed are kept in the Business Mirror and are therefore not only always up to date but also exactly the same for all reporting systems company wide.

This guarantees that information on any level is always compatible.

Something that is needed for a business that handles around 100 million parcels and/or 1 billion track events per month, which accounts for about 5 percent of the world market in the express delivery sector.

Answer to rapid developments

“All BusinessMirror features and solutions are the logical consequence of an accelerating development of the global markets – not only in the logistic sector. On one hand, the number of enterprises with heterogeneous business structures are increasing and on the other hand there is a continuous demand for faster services with higher quality and better performance. This can also be understood as an ongoing and vital process that will in the future be subject to permanent changes. Against this background, the BusinessMirror was therefore designed as a real sustainable solution and, at the same time, as a development environment for the continuous evaluation of the business logic.”

**Hanno Gehron,
Managing Director of BusinessCoDe GmbH**