HCL

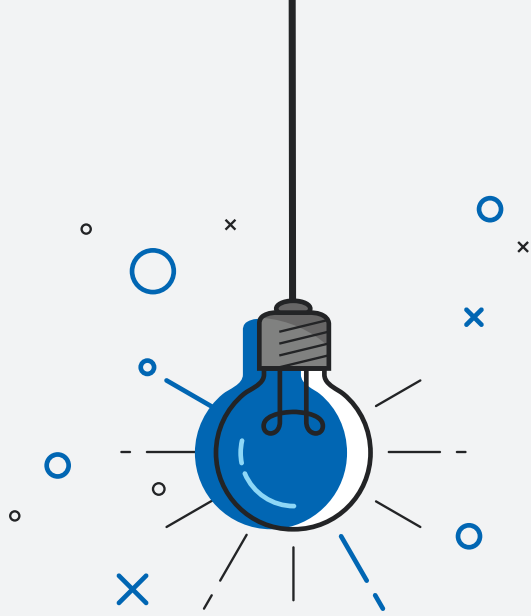# Transformation Reimagined

Innovation Driven I Experience Centric

Transportation and Logistics Industry

Book of Impact

FOCUS SOLUTION AREAS

Industry Problem	Primary Drivers	HCL Solution
Seamless Omni-channel Customer Engagement	• Omni-channel order management and fulfillment resulting from click-to-carry customer expectations of retail e-commerce customers • Improved customer engagement resulting in increased share of wallet on customer spend	**Omniverse** NLP based conversationa UI platform enabling hands-free systems interactions like order creation. The solution is available across various channels like Amazon Alexa, FB Messenger, Telegram, web-based Voice Chat, Twilio, etc.
Improved Business Agility and Flexibility	• Fragmented business processes and IT systems • Monetization of information for new revenue streams • Bundling and un-bundling of services and new products	**CoTrust Platform^{SM}** Accelerated use-case development and adoption on blockchains **Industry 4.0 Cloud Reference Architecture** Industry 4.0 based Cloud reference architecture with libraries for applications and infrastructure
Improved Return on Assets	• Intelligent controls reducing carbon/energy footprint • Connected assets with real-time information flows • Automation for improved efficiency	**HCL iMRO™ Platform** SAP® Enterprise Asset Management (SAP EAM), add-on for MRO for SAP S/4HANA® **Warehouse of the Future** End-to-end automation for warehouses; filed for 7 US process patents in this space
Seamless Visibility and Analytics	• Process visibility across the value chain • Predictive and prescriptive analytics • AI / ML lead automation	**Cold Chain Logistics** Monitor cargo condition and establish chain of custody across the end-to-end supply chain **Image Analytics** Condition based monitoring / disaster management response for large networked assets

TRANSPORTATION & LOGISTICS

Established logistics players and traditional cargo management systems are threatened by digital born entrants and changing customer needs. To sustain the mounting pressure and maximize return on investment (ROI), organizations are embracing IT solutions for transportation and logistics management, and digitizing the entire value chain.

HCL's deep understanding of industry business processes complemented with comprehensive overhaul of digital services portfolio can help to solve business problems in real time.

This booklet is a collection of our success stories where we added value to our customers and enabled them to stay ahead of the curve!

Jagdish Rangnekar
Business Head - Transportation & Logistics Practice
HCL Technologies

HCL helped a leading Class 1 railr[oad] transform and modernize legacy [...] system while improving business [...] and reducing operational risk

Business **challenges**

The client's IT landscape was characterized by legacy appl[ications] leading to various challenges:

Inflexible legacy applications decreased competitiveness	Existing transportation system lacked real-time analytics and data visibility	High cost of maintaining complex legacy IT portfolio	Bus[...] to l[...] sca[...] ada[...] late[...] tec[...]

HCL comes into play

HCL created a legacy transition framework to support co-existence of modern and legacy applications. A DevOps-based development using open source technologies and persona-driven design of responsive user interface was also created.

55+M

lines of code converted

30%

automation of repetitive development tasks

30%

reduction in cost of ownership

Impact delivered

HCL helped a leading logistics company transform its operations through RPA (Robotic Process Automation)

About the customer

American **Fortune 500 provider** of multimodal transportation services and third-party logistics: The company offers freight transportation, transportation management, brokerage and warehousing, operating across **5 continents**

Business **challenges**

Client's legacy processes were resulting in high labor costs to the company. The key challenges were:

Highly complex processes	High volume of transactions	High error rate

HCL comes into play

HCL conducted a time and motion study on critical business processes to better understand the process inefficiencies across various steps. Based on the results, HCL designed a solution leveraging robotic process automation (RPA) for inter-company auto-settlements, collections, carrier on-boarding, and cash application.
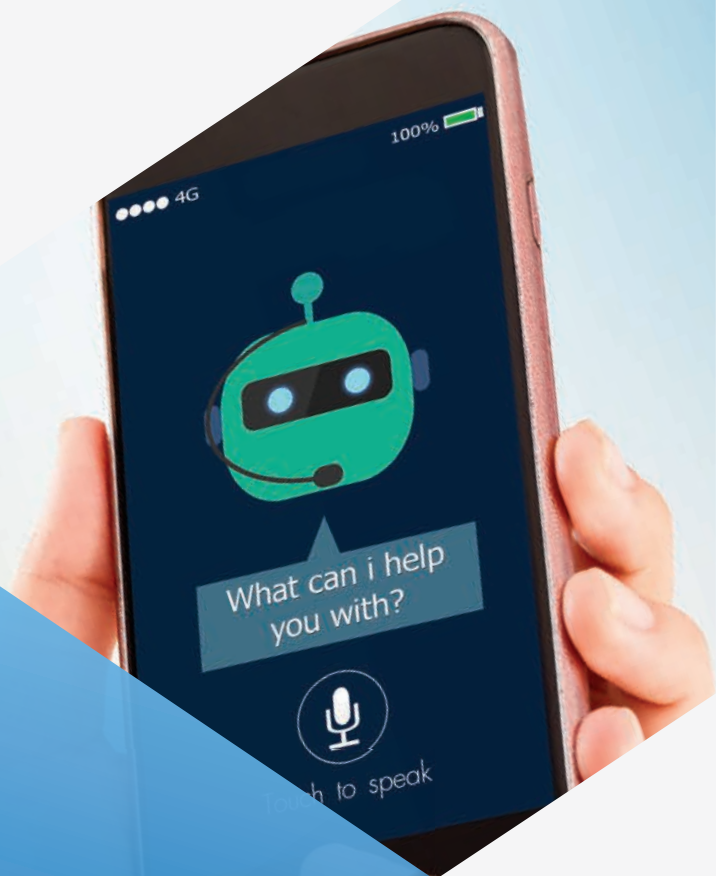
35%
reduction in number of FTEs

2x
reduction in effort to reconcile invoices

Up to **55%**
reduction in AHT

Elimination of manual errors

Impact delivered

HCL helped a global courier, express, and parcel company enhance its logistics business and modernize legacy systems

About the customer

Leading global logistics service provider headquartered in US, operating in **220+** countries and territories

Business **challenges**

Major challenges faced by client were:

Inability to meet the expectations of e-commerce customers for expedited shipments	Movement from fixed-cost, heavy-asset model to a variable-cost structure to cater to shipments during peak seasons	Increasing threats from new entrants leveraging new technologies	Integration of systems and processes due to global mergers and acquisitions

HCL comes into play

HCL brought its expertise in the logistics industry powered by a domain-driven and KPI-based model, to help solve the client's business problems.

Modernized a number of core platforms to provide flexibility and agility in supporting business functions including revenue, shipment, pricing, and custom clearance

Architected the platform for the billing system that can support peak volumes of 16 million shipments and 600,000 invoices a day to support peak season traffic

Implemented an online portal for self-service billing and shipping to provide online customer reporting management, thus reducing manual handling

Transformed business processes to optimize invoice payments which increased efficiency by 50x

>US **$50M**
expected business benefits

Ability to launch a new product in **1/3rd** of cycle time

8x improvement in invoice processing time

90%
reduction in lead-time to create new pickup location in a system

Impact delivered

HCL helped a leading logistics company transform customer engagement

About the customer

APAC-based logistics company with operations in road, rail, sea, air and warehousing: It has three principal businesses: global forwarding, global logistics, and global express services, with some **1200** sites in about **50** countries.

Business **challenges**

Due to mergers and acquisitions, the client ended up with 29 online platforms to engage customers. The main challenges were:

| Lack of corporate performance visibility | Low cross-sell across business units, each maintaining a different version of customer data | Fragmented customer experience across existing e-commerce landscape | Unavailability of data and information to the customers led to high rate of churn |

HCL comes into play

HCL created a global customer engagement platform providing a consistent omni-channel experience based on user-centric design principles. The platform provided a single view of customer's activities and transactions. The common data platform provided real-time visibility into operations and allowed better cross-sell and up-sell of products and services to customers.

90%
increase in share of wallet

28%
reduction in customer call volumes

20%
reduction in customer churn

1
version of operational truth

Impact delivered

HCL helped implement a digital platform for a leading truck leasing and rental company

About the customer

An American provider of transportation and supply chain management products, especially known for its fleet of rental trucks

Business **challenges**

The client was facing challenges with customer satisfaction due to inefficient manual rental processes which were impacting profitability. The key challenges were:

Time taken for rental processing to bring it in lie with internal benchmarks	Employee productivity impacted by current business processes and customer processing times	Disparate systems led to unavailability of historical data	Business impact driven by non-streamlined processes

HCL comes into play

HCL entered with its unique business process-driven approach and showcased its digital capabilities and strengths, to overcome the client's challenges and help improve their operating margins.

Implemented a new platform that digitalized the rental process and drastically reduced the time required to process a rental

The digital platform also helped streamline and automate the walkthrough, inspection, and signature processes

Damage and truck walkthrough processes further reducing the rental processing time

Transformed the shop maintenance process by implementing a new BPM platform that streamlined as well as digitized manual activities in the purchasing and repair process

Reduced rental time by
50%

Rentals taking more than
20 minutes reduced by **28%**

10x
increase in customer satisfaction

Impact delivered

HCL helped a leading logistics service provider in transforming warehouse operations

About the customer

One of the biggest global logistics service providers, based in Europe, operating in **227** countries and territories: The company delivers over **1.3 billion** parcels per year.

Business **challenges**

Due to rising competition, the client was struggling to streamline their warehouse operations to deliver an enhanced customer experience. Major challenges faced were:

Inefficient tracking, storage, and shipment of goods at the warehouse led to diminished customer satisfaction	Multiple platforms caused integration issues which were impacting revenue	Lack of flexibility in legacy warehousing systems were impacting operations

HCL comes into play

HCL implemented a new Warehouse Management System (WMS) which resulted in the reduction of operational issues faced by users in day-to-day operations. The new platform ensured smooth flow of information between the warehouses and customers which increased customer satisfaction. HCL's business process-driven IT support model for over 300 IT environments and customer sites, lowered cost and improved performance.

25%
reduction in cost of operations

67%
improvement in request fulfilment time

35%
reduction in user issues

Impact delivered

HCL implemented a digital supply chain platform for a leading telecom device distributor

About the customer

US-based distributor of mobile phone other devices, serving more than **20** carriers, **40,000+** retailers, and **15,** enterprise customers in more tha countries

Business **challenges**

Client was facing multiple challenges, such as:

Presence of multiple discrete supply chain systems impacting new customer on-boarding	High cost of operations due to maintenance and support of legacy systems	Lack of global services platform to support new releases of products and features causing slower time-to-market	Unable to provide bus intelligence marketing insights to customers

HCL comes into play

HCL developed a flexible digital supply chain platform by consolidating enterprise applications, which helped speedy on-boarding of new customers. The platform enabled the customer to provide a flexible innovative set of business services to their customers namely buy-back and trade-in, reverse logistics, omni-channel retail, device protection, financial solutions, etc. In addition, the platform helped monetize new information, for example. which specific retail customers of the telecom operator will be more likely to be interested in upgrades.

Unified **integrated** global platform

Real-time visibility of supply chain ecosystem

Simplified customer on-boarding process

Consistent and secured experience to the users

Impact delivered

HCL helped a leading cross-border transportation company in North America improve business efficiency by automating its core business operations.

About the customer

The customer is a leading cross-border LTL shipment operator between Canada and the USA.

Business **challenges**

The customer was struggling with challenges related to efficiency of core business processes:

High cost of operations impacting profitability	High error rates in customs clearance documentation	Manual labor intensive processes impacting employee satisfaction

HCL comes into play

HCL crafted a cognitive automation solution based on its DRYiCE™ platform utilizing RPA and AI/ML technologies, for automating customer clearance, account payables, and freight order management business processes.

PROCESS AUTOMATION

>80%
improvement in efficiency of logistics operations

>50%
reduction in logistics operations costs

Improvement in employee satisfaction

Impact delivered

HCL improved vessel utilization and yield management for the world's largest container shipping company

About the customer

A Danish business conglomerate with activities in the transport, logistics, and energy sectors: World's largest container ship and supply vessel operator with presence in over **130** countries

Business **challenges**

Major challenges faced by client were:

Inefficient yield management and low container utilization	Lack of intelligent slotting while loading the container led to damaging of goods	Unavailability of a global platform for increased visibility on container utilization	Difficulty in managing the workflows to handle over $5 million USD bookings a year

HCL comes into play

HCL's KPI-driven, industry-wide proven approach to business transformation helped deliver:

- An integrated and streamlined portfolio of business processes on the best-in-class technology platforms

- Consolidated and modernized system in order to store information at a central repository

- A process to classify the goods and an algorithm that suggested what goods needs to be loaded in which container (based on volume, route, type of goods) in order to maximize vessel utilization and prevent damaging of goods

- An adopted layer and leave strategy to modernize the systems critical to the business, linked to other systems for real-time decision making and improving vessel utilization and yield

US **$25M**
of annual cost savings

6.6%
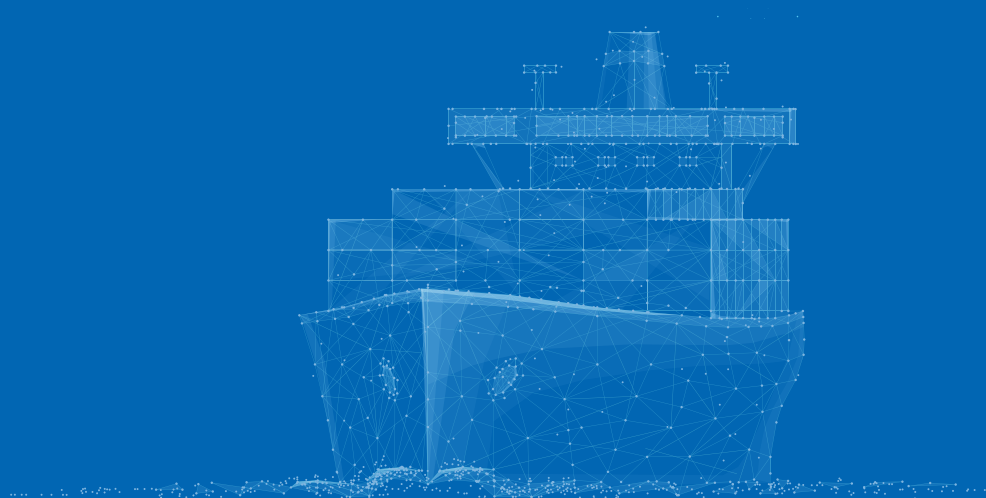increase in YoY cargo capacity volume

4.3%
drop in fixed bunker price

An **improvement** in the utilization of containers with visibility to offload and pick up goods simultaneously at one point

Impact delivered

...to schedule a meeting with
...ject matter expert,
...agdish.rangnekar@hcl.com

Relationship™
BEYOND THE CONTRACT

...cltech.com

HCL