Qlik

ANALYTICS

LOGISTICS+
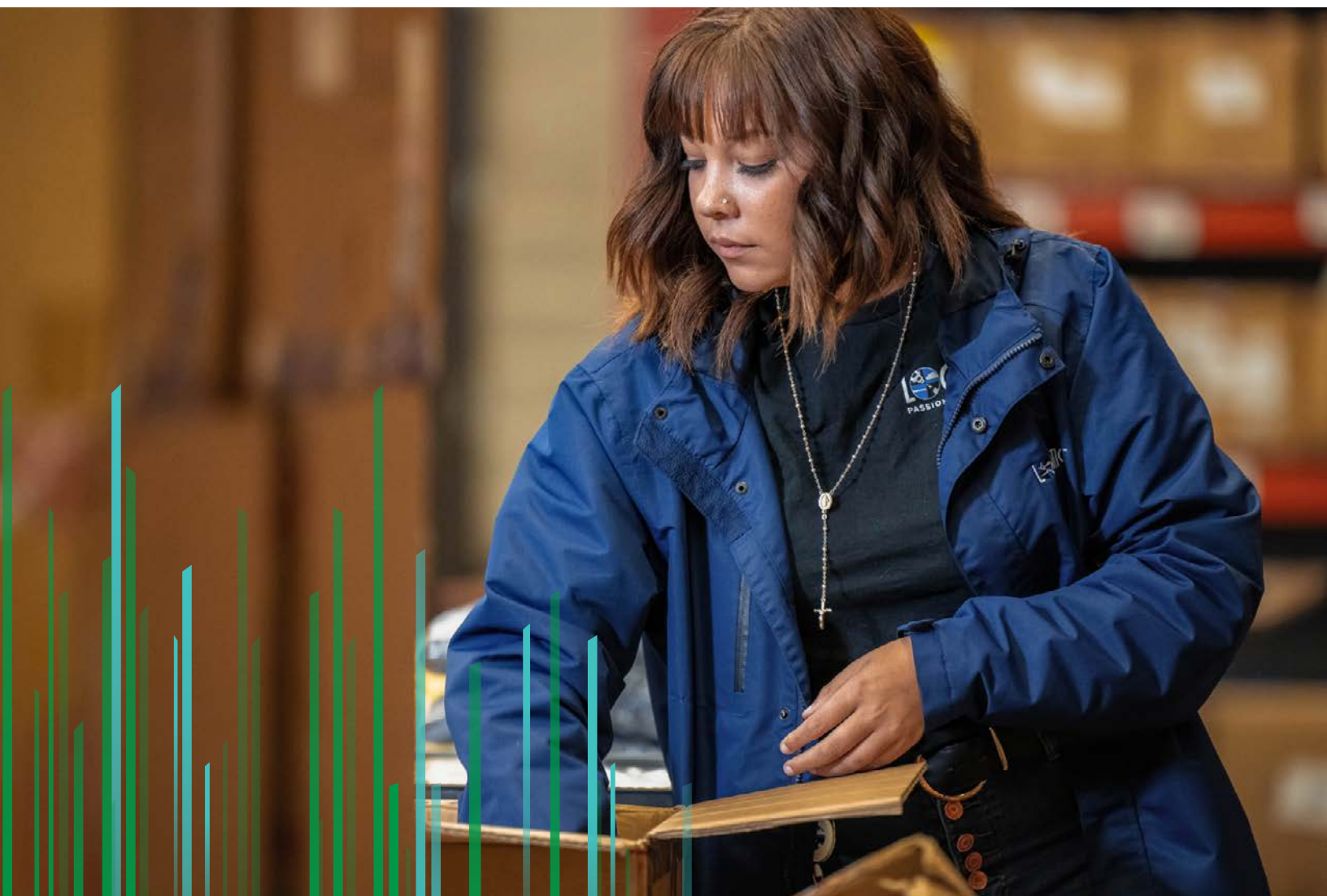
Logistics Plus punches above its weight with optimized and proactive services enabled by Qlik®

About Logistics Plus

Logistics Plus is a transportation, warehousing, fulfilment, technology, business intelligence, and supply chain solutions company based in Erie, Pennsylvania. It has around 2,100 employees across 50 different countries and is one of the industry's fastest-growing privately owned companies.

By deploying Qlik Cloud Analytics™, Logistics Plus has been able to replace manual, paper-based processes and siloed data sources with a single data-driven platform. As a result, the business is now able to maximize the value of its growing data resources and use the insights gained to optimize shipments, warehousing, and other operations to ensure high levels of client service.

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Ryan McGregor, Director of Business Intelligence, Logistics Plus

Customer Name
Logistics Plus

Geography
USA, Americas

Industry
Transportation and Logistics

Function
Supply Chain Management

Challenges
- Replace manual, written processes and siloed data
- Make more effective use of growing data resources
- Optimize routing and shipments, and reduce storage costs

Solution
With Qlik Cloud Analytics, Logistics Plus has replaced manual, paper-based processes and siloed data sources with a single data-driven platform.

Results
- Processes that once took days or weeks now take seconds or minutes
- Customers gain faster deliveries, accurate updates, and improved services
- Shipment error rates cut from 20% to less than 1%

Everything everywhere all at once

Successful operators such as Logistics Plus understand that getting goods from A to B isn't as simple as it seems. It can involve juggling a complex stream of variables, from differing load sizes, weights, sources, and destinations to unexpected events and obstacles.

It also requires a range of additional services and facilities, such as warehousing, customs brokerage, and planning. Ensuring that all these components work together to consistently enable smooth, effective, and cost-efficient deliveries is where Logistics Plus excels.

"We have boats, trucks, and planes; everything is going everywhere all at once," says Ryan McGregor, Director of Business Intelligence at Logistics Plus. "We need visibility and control of that supply chain, and the ability to react at a moment's notice and find solutions if, for example, a ship hits a bridge in Baltimore and suddenly all our containers are stuck in port."

Achieving the service levels that set Logistics Plus above its competitors involves acquiring, aggregating, processing, and presenting data at speed, and in large quantities.

"Using data at its best means strong insights," McGregor explains. "We want to be able to approach situations with intelligence, make the best choices, and deliver the best solutions based on real information."
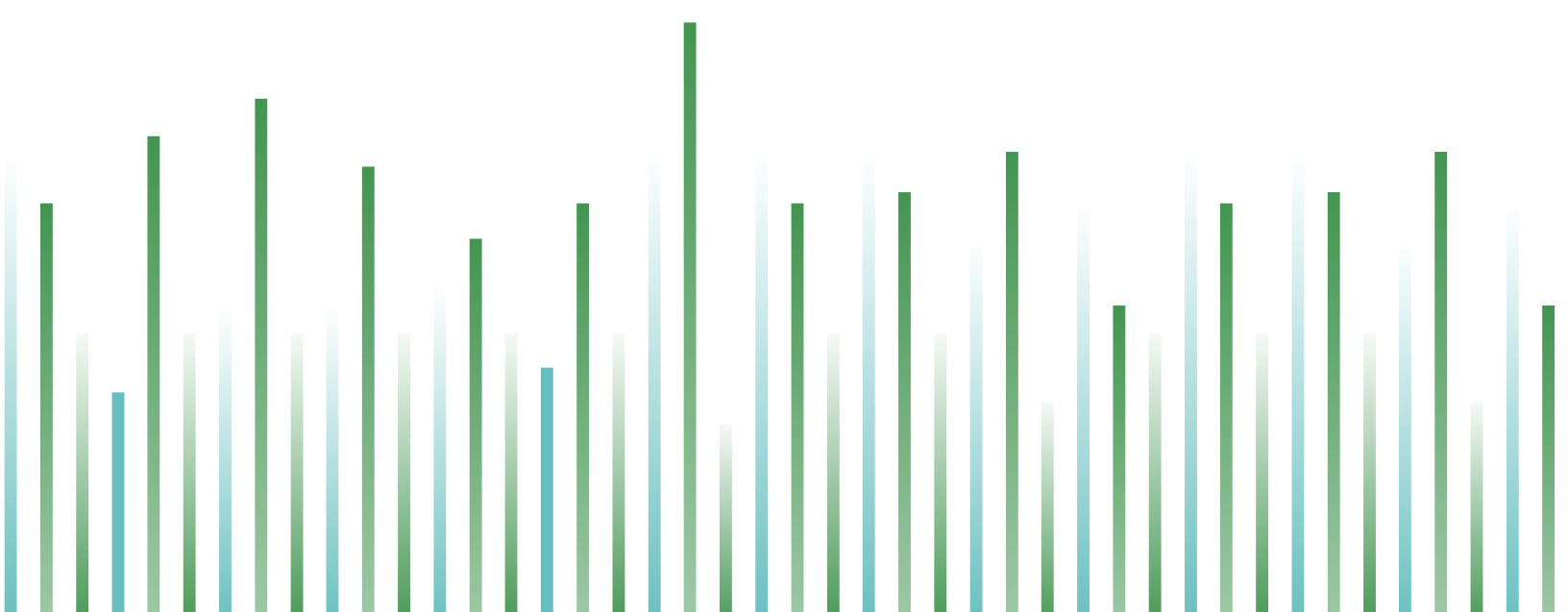
Accessing thousands of unique datapoints

While Logistics Plus was generating vast volumes of data that would provide the visibility it needed, manual, paper-based processes were holding it back. Siloed tools and processes, and frustrations over data accessibility, were also becoming critical issues.

"Data is our currency, but we were using a caveman approach to manage it. We would have information that existed solely in the US and information that existed solely in China, in completely unrelated systems," McGregor notes. "Every shipment generates thousands of unique and valuable points of information, but we were struggling to access and see it concisely and easily."

Logistics Plus knew that to maintain a competitive operation and continue to deliver high levels of efficient service, its data and analytics platform needed to meet multiple criteria. High on the list were quick and unhindered access to its growing data reserves and the various platforms and tools that generated them.

"Qlik Cloud Analytics allows us to get all that information quickly and easily, and see it in one place," McGregor says. "We can then normalize everything and provide that critical information back to end users and customers."

Real insights, real solutions

Logistics Plus now operates a range of connected Qlik apps that work across its operations and services. Whether it's route management or optimization of warehouse space, the business has full access to the data it needs, and powerful analytics that deliver key benefits to its operations.

"We have insights into every major port in the US, Canada, and Mexico, so we can see how long it takes for a ship to arrive and for a container to be picked up and placed on a truck," says McGregor. "If a shipment is projected to take eight days but the customer needs it in five, we can look at using another port of call, for example. Qlik allows operators to find better solutions based on real insights."

A new Weather Alerts application marries operational data with National Weather Service updates to highlight potential delays, while warehousing applications enable Logistics Plus to save precious limited resources.

"You pay for every inch of warehouse space that you utilize," McGregor says. "You want to make sure that goods are available, but if things are gathering dust, that costs. The solution we developed with Qlik provides details and insightful usage patterns that match inventory to actual need."

The benefits also extend to end customers, with the My Freight Trend tool providing useful performance indicators and updates.

"Everyone goes to the same application, but we use section access so they only see their information, even if they manage multiple clients," McGregor adds. "It also allows us to send performance information to our C-suite, showing which lines of business are doing well on any given day."

Punching above its weight

The data and reporting environment at Logistics Plus has been transformed. With Qlik, simple tasks that once took days are now completed in seconds, while deeper analysis that once took weeks is now ready in hours, and all available from a single place.

"You can't improve what you can't measure and, with Qlik, we're improving as we're growing," says McGregor. "For example, we've cut our error rates for shipments from over 20% to less than 1%. Qlik identifies problems, provides solutions, and allows operators to take corrective action during a journey rather than reactively. Our data quality is much, much higher."

Logistics Plus is now assessing other Qlik solutions, such as Qlik Talend® Data Integration and Qlik Answers™, and McGregor adds that Qlik Predict® is already enabling Logistics Plus to deliver added-value services that enhance its competitive edge.

"Qlik Predict allows us to look at in-transit shipments and use a series of different factors to say whether they are likely to be on time or late," he says. "That's an actionable insight that our operations team can then use when contacting a customer. And it's improving all the time as we provide more information and refine the searches."

It's also playing a vital role in delivering the personalized service and proactive responses that keep customers coming back to Logistics Plus.

"Transformative is an understatement. With Qlik, we've made a 10,000-year leap in our ability to manage our data and see what we can do with it," McGregor says. "Operators much larger than us can't respond in the same way that this nimble company from Erie, Pennsylvania can. We're punching above our weight with world-class analytics and reporting."

About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

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