

Case Study

Flatbed Transportation Company



The client is one of the leading providers of flatbed and specialized transportation in North America, with more than 4,000 employees and a fleet of 16,000 vehicles. The past eight years have seen the client increase its revenue more than twentyfold, from \$30 million annually to more than \$850 million, and expand to own more than a dozen different subsidiaries.

Challenges

The rapid pace of the client's business growth meant that wires were often crossed and signals were commonly missed when processing enterprise data:

- Different subsidiaries sent data in different formats to the client's corporate financial office, creating doubt about the information's accuracy.
- Each subsidiary used a different method of accounting, leading to confusion and data being overlooked.
- The client had frequent technical problems with its VPN service, preventing data from being sent across the network.



Solutions

By going over the client's workflow, processes, pain points, and objectives, Datavail determined that the best solution was a dedicated data warehouse for storing and analyzing information from all of its subsidiaries.

Datavail's contributions during the partnership included:

- An Oracle data warehouse that unified all relevant business information under a single roof, using Oracle Data Integrator (ODI) to process and transform data in different formats.
- Better formalized standards for managerial and financial reporting to reduce confusion and miscommunication.
- Identification of the most important metrics and KPIs for evaluating performance across the enterprise.

Results

The effects of partnering with Datavail have been nothing short of transformative for the client:

- \$1.5 million to \$2 million in annualized return on investment.
- Better reporting standards and KPIs.
- More efficient methods for extracting real business insights from enterprise data.