



White Paper | Logistics Solutions

## Business Intelligence (BI) in Logistics: How Integration Drives Success

# The Role

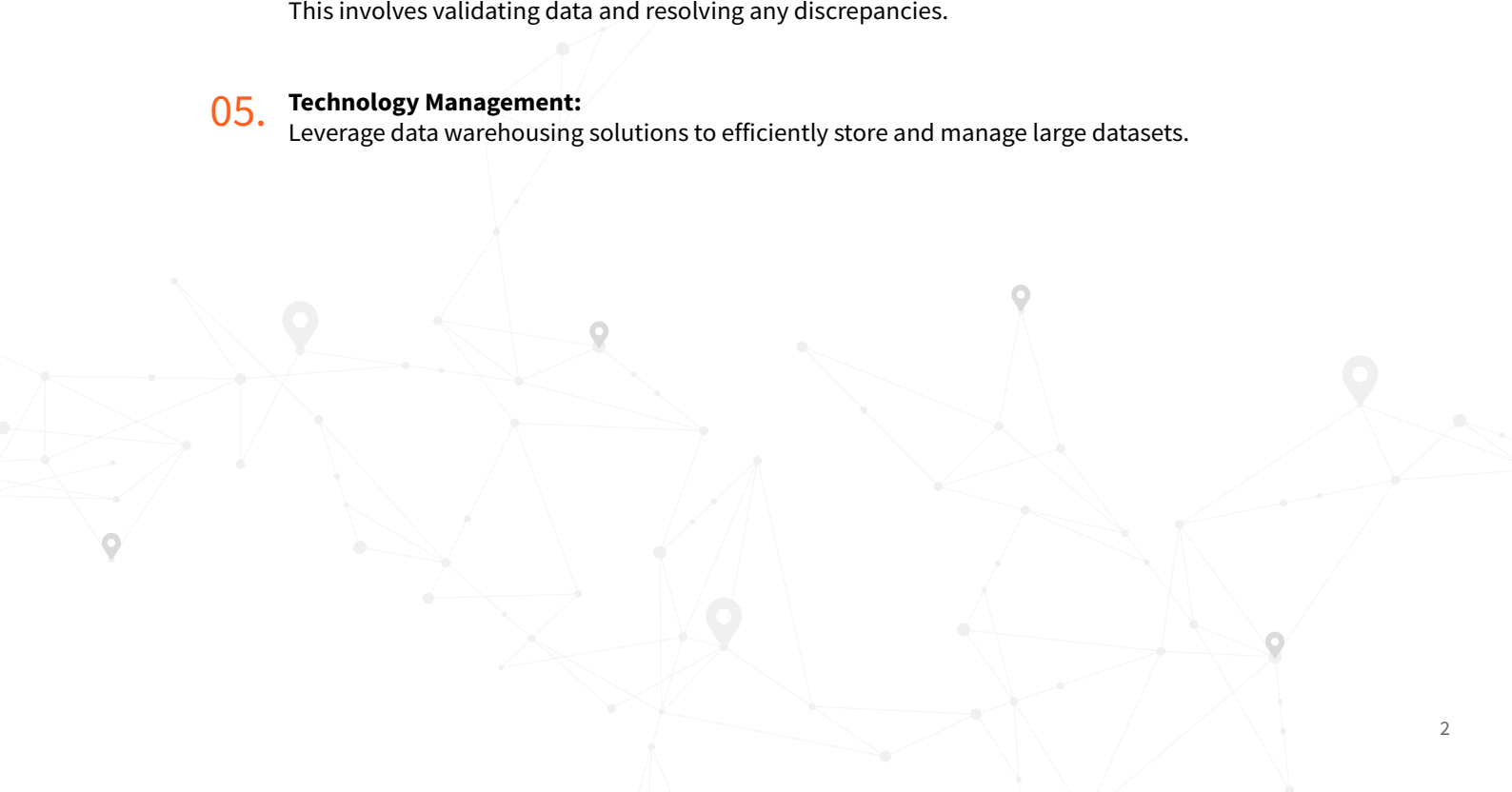
As a Business Intelligence (BI) Manager, you play a critical role in transforming raw data into actionable insights that drive decision-making, optimize operations, and enhance overall business performance. Your primary focus is to leverage business data and to provide visibility into logistics processes to improve efficiency and support strategic plans. You must also expertly navigate numerous disparate systems and complex processes, and overcome a wide range of challenges.



## Key Functions of BI Managers

BI Managers are responsible for ensuring that data insights and performance KPIs are effectively met. Their key high-level functions include:

- 01. Data Collection and Integration:** Identify and gather data from various internal and external sources, such as Warehouse Management Systems (WMS), Transportation Management Systems (TMS), ERP systems, CRM systems and third-party data providers. Integrate and consolidate data into a unified repository.
- 02. Data Analysis:** Analyze large datasets to uncover trends, patterns, and correlations that drive informed business decisions. Generate reports and dashboards that deliver key business insights.
- 03. Performance Monitoring:** Track and monitor KPIs to measure the performance of logistics operations. Identify areas for process improvement to ensure alignment with customer requirements, regulatory standards and internal business goals.
- 04. Data Governance:** Implement data governance practices to ensure data accuracy, consistency and reliability. This involves validating data and resolving any discrepancies.
- 05. Technology Management:** Leverage data warehousing solutions to efficiently store and manage large datasets.



# How Does Integration Drive Success for BI Managers?

Leveraging integration technology is key to ensuring the seamless flow of data across various logistics processes and systems. This enhances data accessibility, ensures accuracy, and enables advanced analytics. A well-executed integration strategy minimizes delays in detecting changes in processes or business conditions, which can be critical to maintaining smooth operations and overall business success.

The right integration platform modernizes, consolidates or migrates from underperforming processes and integration landscapes. It empowers you to connect, automate and innovate across the BI landscape, leading to more accurate and actionable business insights.

## For example, your integration platform should enable you to:

### + Connect systems seamlessly:

Integrate ERP, TMS, IMS, WMS, and OMS systems to ensure the uninterrupted, automated flow of timely operational data. This provides BI managers with a comprehensive view of value and supply chain processes, from orders and warehousing to transportation and customer relations.

### + Enable real-time workflows:

Ensure data consistency by standardizing formats and structures as data moves between systems, reducing the chances of errors and processing inaccuracies. Ensure that BI tools have real-time access to critical data for reporting and dashboards.

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### + Centralize data storage:

Aggregate data from various sources into a centralized data warehouse or data lake, simplifying data retrieval and reducing time spent on data preparation.

### + Scale with growth:

Handle increasing data volumes as your logistics business expands whether through additional warehouses, partners or customers.

## SEEBURGER Logistics Value Proposition

The SEEBURGER BIS Platform is the ideal solution for BI Managers as it addresses all the above requirements and more. It offers a cost-effective way to provide unified access to data across logistics operations using a central, homegrown, multi-purpose integration platform that supports API, MFT, B2B/EDI, EAI/A2A and automation. BIS enables real-time information flow, end-to-end visibility, standardization and scalability, all of which are crucial for enhancing BI outcomes.

As part of your IT landscape, BIS empowers BI Managers to efficiently gather, process, and analyze data from across the logistics organization. This translates into actionable insights that drive operational efficiency, support strategic decision-making, and ultimately contribute to business success. These are just a few of the many advantages the BIS Platform offers, helping you achieve unparalleled efficiency, accuracy and control over your BI processes leading to improved business outcomes.



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