



SUCCESS STORY HIGH TECH

FRENCH CONTAINER SHIPPING COMPANY REDUCES DATA FAILURE ISSUES BY 75%

Apexon analytics solution improves data consistency and quality



Poor data quality can have a severe impact on business decisions and growth. Accurate and relevant data is imperative for actionable insights.

The customer, a worldwide shipping group using 200 routes between 420 ports in 150 different countries, wanted to streamline their data pipeline to report and measure country-level agency performance and efficiency accurately.



THE RESULTS

KEY OUTCOMES

The comprehensive solution deployed by Apexon gave the customer various benefits:



**75% REDUCTION IN
PROCESS FAILURES
DUE TO DATA ISSUES**



**SIGNIFICANT
IMPROVEMENT IN DATA
CONSISTENCY & QUALITY**



**BETTER COMPLIANCE WITH
GOVERNMENT REGULATIONS
LEADING TO BETTER
BUSINESS REPUTATION &
REDUCTION OF PENALTY
CHARGES TO ZERO**

THE CHALLENGE

4 KEY AREAS

The customer had various problems with their data:



Lack of Data Quality Checks



Lack of a Centralized Data Repository



Inability to Standardize Data Feed From Different Agencies



Poor Quality

Poor quality of ingested data which caused inconsistency while processing with historical data

THE SOLUTION

5 KEY AREAS

Apexon came up with a customized solution to improve the customer's overall data ecosystem, including:



Complete Pipeline

Designing a complete data analysis, processing, and load pipeline using Informatica and Ab Initio tools



Data Quality Checks

Implementing Informatica MDM and data quality checks to maintain data quality in the central repository



Dashboard View

Building Cognos Reporting with a dashboard view, sorting KPIs by domain, agency, balance scorecard, etc.



Data Load Frequency

Setting data load frequency at weekly, monthly, quarterly, and yearly rates



Centralized Location

Establishing a centralized location for all agency performance reports, prepared according to different performance and KPI metrics



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FEELING SOCIAL?

