



Logistics Leader Connects Worldwide

DB Schenker relies on OpenText™ Trading Grid™ to communicate internally, meet trading partner expectations

DB Schenker, a wholly owned subsidiary of Deutsche Bahn AG, is one of the world's leading providers of integrated logistics services. It holds top positions in the global air and ocean freight business, manages Europe's densest land transport network, and has the rail expertise of the largest European rail freight company.

Various Interfaces, Shifting Needs

Seamless data interchange is becoming more crucial for businesses, particularly for those like DB Schenker with trading partners dispersed globally and subject to a wide variety of technical and cultural differences. Delivering tailored logistics needs to customers located globally to worldwide destinations, requires a complex web of interfaces with many local trading partners across the world. Each partner and customer has their own preferences for data exchange protocols, communication technology needs and process flows. The range of message formats flowing between partners means that, at some point, translation is a necessity.

As the business expanded, DB Schenker had to deliver an enhanced array of services to customers in more diverse and hard to reach places. To stay abreast of those needs and deliver accordingly and with ease, the company needed to find a way to exchange electronic data, while still retaining visibility into transactions. The growth brought with it the need to consolidate geographical dispersion into a seamless global network with a central electronic data interchange (EDI) and enterprise application integration (EAI) environment in DB Schenker's data center in Frankfurt, Germany.

On a daily basis, DB Schenker electronically sends and receives a full range of documents associated with shipping, receiving, invoicing and warehouse operations, including purchase orders, transport orders, status tracking messages and so on. In Europe alone, DB Schenker has tens of thousands of trading partners who are electronically enabled. Repeat this capability across all the regions worldwide in which DB Schenker operates and the crucial role of electronic data exchange and the resulting benefits it brings to all partners are compelling.

SWORD (Schenker Worldwide Online Real time Data Network), the central EDI/EAI solution for the worldwide internal data interchange within DB Schenker, also serves as the central environment connecting DB Schenker's trading partners, shipping companies and airlines. These partners offer a range of services to customers of their own. Quality of service, visibility and an audit trail are all vital. With SWORD, DB Schenker could implement and manage certain communications protocols by itself, but the company required expert help to offer complete, top quality service worldwide to all trading partners.

INDUSTRY

Logistics

CUSTOMER

DB Schenker

CHALLENGES

- *Complex web of data interfaces*
- *Diverse customer needs*

SOLUTIONS

- *OpenText™ Trading Grid™*
- *OpenText™ Trading Grid™ Messaging Service*

BENEFITS

- *Seamless data exchange via central B2B platform*
- *Swift reaction to customer requests*
- *Higher data transaction volume without higher cost*



“With OpenText, DB Schenker consolidates the dispersed nature of its global trading relationships while increasing the volume of data transmitted via Trading Grid without incurring greater costs to the business.”

Occasionally, new customers require DB Schenker to offer a new or different service that is not already part of the company's portfolio of offerings. For these instances, DB Schenker needed a solution that provides a flexible, rapid-response service on-demand.

Comprehensive B2B platform

DB Schenker has worked with OpenText for years, continually developing and improving its service to customers and trading partners with OpenText™ Trading Grid™ solutions, including OpenText™ Trading Grid™ Messaging Service and B2B Gateway. Because of this relationship, the choice to go with OpenText was obvious.

Where business needs are very specific, OpenText supports DB Schenker in meeting customer expectations. For example, in Norway, data transactions are time- and business-sensitive. The trucks are not permitted to depart if the electronic customs release is not available due to a customs link being unavailable or disrupted. Therefore, reliability of service is a crucial imperative in this market.

To satisfy diverse customer needs, OpenText Trading Grid enables customers to connect with DB Schenker in the most convenient way for them. B2B Gateway enables all trading partners, regardless of level of technical sophistication and choice of protocol, to communicate seamlessly. This ensures that no trading partner in the community is left behind. Furthermore, partners can continue to do business using technology they are already familiar with, without expensive and troublesome upgrades or changes.

As an industry leader, OpenText provides consistent delivery of reliable 24x7 services and skilled support teams. In the case of new challenges, OpenText delivers new capabilities to market within short turnaround periods, which is of crucial importance to DB Schenker in terms of new business development.

Reliable Partner

The long-standing partnership with OpenText demonstrates a commitment from DB Schenker in masking the complexity of B2B e-commerce to customers and trading partners, and consistently enhancing supply chain processes with more digitized document exchange. DB Schenker is accustomed to the consistent level of service and technical innovation from OpenText.

The new contract model enables DB Schenker to act swiftly on requests from customers and to enhance its own business offerings. In addition, this extended relationship provides the appropriate environment for DB Schenker to both consolidate the dispersed nature of its global trading relationships while increasing the volume of data transmitted via the Trading Grid, without incurring greater costs to the business.

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