Con-way Freight

Company Profile

Con-way Freight is a motor carrier headquartered in Ann Arbor, Michigan. Founded in 1983, Con-way Freight has become a global transportation leader with over twenty thousand employees.

Project Purpose - Build a Business Intelligence Solution

Con-way wanted a scalable and consistent data integration platform that could be leveraged across their entire business. This would create an effective business intelligence solution and improve operations.

Business Challenges

To reach the desired level of transport operation sophistication, the coordination of sales, marketing, hr, and delivery tracking required more a precise movement of information

To fulfill a strategic initiative that would allow managers to get highly-granular answers to nearly any question

Project Goals

Empower drivers to up-sell & cross-sell services via hand-held marketing applications

Give decision makers actionable insights by mining company data stored across multiple applications and databases

Build a consistent, consolidated data architecture that is robust enough for multiple teams

Project Results

Increased efficiency in cross-dock operations lowers operational expenditure

Customer loyalty and margin expansion are increased

Data integration development time is reduced by 20%

Informatica PowerCenter & PowerExchange are implemented with a MicroStrategy BI Solution and Netezza data warehouse

Hand-coded data integration is replaced with an automated data integration platform

A scalable framework allows for consistent and efficient analytics, ensuring decision makers receive actionable enterprise data