

# INFORMATION IN REAL TIME

Unlocking the Value of Information

Siebel Transportation Solution Set for Real-Time  
Enterprise Business Intelligence

Integrated business intelligence applications unlock the value of information hidden in enterprise systems—including financial management, human resources, supply chain, and customer relationship management (CRM) systems—enabling better decision-making and faster action. The Siebel Transportation Solution Set for Real-Time Enterprise Business Intelligence from Oracle empowers trucking, shipping, rail cargo, and third-party logistics companies to manage their business performance quickly and cost-effectively through insight-driven business decisions. Users at all business levels can now understand and affect the impact of financial, staffing, supply chain, and customer-management decisions.

## Make Decisions Based on Today's Data

“Siebel Business Analytics provides a unique combination of true end-user ease with powerful analytic capabilities and best-in-class scalability. These unique capabilities have enabled us to provide actionable, timely information to more than 4,000 users in a very complex, data-intensive environment. As a result, we are delivering significant business value with an exceptionally low total cost of ownership.”

**James Holder**

Director of Engineering Systems  
Union Pacific Railroad

The Siebel Transportation Solution Set for Real-Time Enterprise Business Intelligence is a next-generation business intelligence solution that provides users with real-time, easy, and intuitive access to key operational metrics to monitor the health of the business and quickly react to changes in the business environment. Transportation companies can utilize timely, complete, and relevant intelligence from multiple data sources and systems, including CRM, enterprise resource planning, supply chain, financial, and corporate data. For example, users can now more-effectively manage operational budgets to prevent overruns, maximize throughput and load balancing to increase revenue-per-mile-traveled, and increase the percent of on-time customer deliveries for improved customer retention and satisfaction.

### Manage Capital Investment Decisions

The Siebel business intelligence solution distills operational data and uses predictive analysis to make better-informed decisions for all aspects of the business—from route profitability and network growth to terminal modernization and equipment utilization—to best determine areas in which to invest or divest.

For most transportation companies, managing capital investment decisions is a lengthy process fraught with error. Information used to make business decisions is stored in multiple systems and requires tedious manual analysis. Prioritization and return on investment (ROI) is often based on gut feel or anecdotal analysis.

The process can be haphazard and dependent on homegrown solutions mired in spreadsheets, flat documents, and paper trails. By the time data is distributed from base financial systems through disconnected report servers, analysis is being conducted on stale information and trend insight is lost. It's no wonder, then, that executive teams have difficulty prioritizing capital investments or accurately evaluating ROI.

The Siebel Transportation Solution Set for Real-Time Enterprise Business Intelligence enables transportation companies to take a methodical approach to managing capital investments. Transportation companies are able to instantly pull data from a variety of back-office and front-office systems and perform predictive analysis to proactively determine the highest-priority capital projects, from organizational reinfrastructure to implementing preventive procedures to reduce accidents. It enables real-time analysis of data that can be pulled from a number of different systems; information from all back-office systems is available on one platform.

Data from financial systems is pulled directly into Siebel analytic applications for the review of operational, financial, and sales trends. Predictive analyses are available for high-ROI investment identification. And your executive team can use integrated analysis to prioritize capital investments.

### Improve Risk Management

Measure and monitor the effectiveness of people, processes, and equipment safety procedures, including environmental regulation compliance, security, predictive maintenance, materials handling and storage, and facility and operational reliability to continually mitigate risk across the enterprise.

### Excel in Supply Chain Logistics

With the Siebel Transportation Solution Set for Real-Time Enterprise Business Intelligence from Oracle, transportation companies can optimize every aspect of the supply chain, including the utilization of assets, equipment allocation and maintenance, crew scheduling, security, customs brokerage, warehousing, and partner collaboration to streamline operating costs.

## Other Siebel Transportation Solution Sets

- Multichannel Selling enables transportation companies to optimize their sales processes and intelligently segment and market to their customers, resulting in increased sales force efficiency and improved up-selling and cross-selling.
- Operational Excellence enables transportation companies to provide the highest-quality customer service, produce greater customer value, and optimize transactional processes with less capital and labor.

### Select Siebel Transportation Customers

- Burlington Northern Santa Fe Corporation
- CHEP
- CSX Technology, Inc.
- Delmas
- DHL
- Ingram Barge
- Lufthansa Cargo
- Schneider International
- Transcore Commercial Services
- Union Pacific Railroad Company
- UPS

### CONTACT US

For more information on Siebel transportation solutions, call **+1.800.ORACLE1** to speak to an Oracle representative, or visit [oracle.com/industries/travel\\_transportation](https://www.oracle.com/industries/travel_transportation)



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