

Hansol CSN Enhances Global Logistics Planning, Improves Customer and Partner Communications



Hansol CSN
Seoul, Korea
www.hansolcsn.com

Industry:
Travel & Transportation

Annual Revenue:
US\$236 million

Employees:
319

Oracle Products & Services:

Oracle Transportation Management
Oracle Portal
Oracle BPEL Process Manager
Oracle Business Intelligence Suite Enterprise Edition

“As a logistics service provider, it is important to maintain strong business management. Oracle Transportation Management has helped us improve vehicle scheduling, partner collaboration, and customer service. We expect to reduce costs even as our business expands across Asia and the Americas.”
– Ahn Chang Hwan, Team Manager, Information Strategy Team, Business Management Support Division, Hansol CSN

Founded in 1994, Hansol CSN began life as the logistics affiliate of Korean paper manufacturing conglomerate Hansol Group. Since then, the company has become a leading third-party logistics provider, using the expertise gained in the paper industry to support customers in the automotive, chemicals, and wholesale and retail sectors. In 2008, Hansol CSN received the Excellent Freight Transportation Company certificate from the Korean Ministry of Land, Transport, and Maritime Affairs.

Ensuring on-time delivery is essential in the logistics industry. To ensure it could meet delivery deadlines for local and international customers, Hansol CSN implemented a new logistics information management system based on Oracle Transportation Management. The company also developed a customer and partner portal based on Oracle Portal and an analysis system based on Oracle Business Intelligence Suite Enterprise Edition.

The Oracle logistics information management system has enabled Hansol CSN to develop more accurate and efficient transport schedules, ensuring customers receive their deliveries on time while helping the company reduce logistics costs. The customer portal allowed Hansol CSN to improve communications with customers and partners, while the analysis system provided staff with the ability to perform business analysis.

Meeting New Business Challenges

Third-party logistics is a complex business. Service providers such as Hansol CSN must be able to juggle multiple customers with multiple deadlines across a range of industries, and organize and ensure on-time delivery to local and international destinations over land, sea, and air. More recently, the economic downturn has

Key Benefits:

- Enabled the development of more accurate and efficient transport schedules
- Improved customer satisfaction by ensuring deliveries were made on time
- Reduced costs as a result of better management control
- Achieved real-time communication with partners and customers by building a customer portal to share information

introduced a raft of new challenges, including a decrease in the number of shipments and an increase in logistics costs.

To address these issues, Hansol CSN realized it needed to enhance management capabilities. This would help reduce costs, increase efficiency, strengthen logistics chains, and improve customer service. It would also support the company's expansion plans, which involve building five major global logistics networks across China, India, and the Americas by 2015.

Information technology would play a major role in helping Hansol CSN achieve these goals. The company had spent two years implementing an SAP finance and accounting system and now required a system that would provide comprehensive third-party logistics support.

After evaluating a number of solutions, Hansol CSN selected Oracle Transportation Management to build its Neuron System, a logistics information management system that was designed to provide greater visibility into logistics supply chains. The system would allow staff to plan transport schedules, track deliveries in real time, and improve overall logistics management.

More Efficient Transport Scheduling

Hansol CSN deployed Oracle Transportation Management as a single global instance, enabling its head office to track and manage logistics activities across the world while allowing local and international branch offices to oversee in-country jobs.

The Oracle system has enabled Hansol CSN to improve transport scheduling. Staff can review customer orders and devise schedules that consider the most efficient route, appropriate choice of vehicles, and the best drop-off points. The system also lets staff know when a customer has made a series of bookings, so they can preschedule transport fleets.

Better Communications with Partners and Customers

The Oracle logistics information, SAP accounting, and warehouse management systems are integrated with a customer and partner portal built using Oracle Portal. Oracle BPEL Process Manager was used to design workflows linking these systems with the portal. This has enabled Hansol CSN to check order processing, inventory levels, logistics costs, and delivery schedules in real time and ensured that staff can respond quickly to delivery delays

in Korea and overseas. Logistics costs are expected to reduce as a result of better management control.

Critical information can also be communicated with customers and partners via the portal. For example, the company can share proposed transport timetables so that partners can organize the necessary resources from their end. This online communication minimizes communication errors and ensures on-time delivery. Customers are also more satisfied with Hansol CSN's service, as the company can provide online updates on the status of deliveries.

Hansol CSN also deployed Oracle Business Intelligence Suite Enterprise Edition to facilitate analysis on a range of business areas. Customized information is displayed on a dashboard accessible through the portal.

Why Oracle?

Hansol CSN evaluated solutions from Korean and international vendors before selecting Oracle Transportation Management, becoming the first company in Korea to deploy the software.

"We chose Oracle because the solution offered outstanding event management and features that support the logistics needs of customers in different industries," said Ahn Chang Hwan, team manager, Information Strategy Team, Business Management Support Division, Hansol CSN. "The solution accommodated a range of transportation methods and made it easier for us to plan and execute delivery schedules."

Implementation Process

The Oracle Transportation Management system was implemented between June 2007 and December 2008.

Hansol CSN is a leading third-party logistics provider, offering transportation services to customers in the automotive, chemicals, paper, and wholesale and retail sectors.