

# 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 a more precise movement of information

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

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## Project Goals

Empower drivers to up-sell and 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

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## 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