Harness the Power of Analytics to Drive Business Growth

Competition is intense in logistics space and efficiency is critical. Besides technology, the one other catalyst to differentiation and business growth in this space is data and the ability to make data-driven business decisions. We are not just talking about market data here, but the data churned out by your own systems and the story it tells. This data holds a wealth of information on your customers. Insights into customer behavior are key to understanding their buying habits and managing their expectations. Digi-Analytics helps to deliver visualizations that help you achieve these outcomes.

Logistics organizations generate a huge amount of transactional data, which when mined can provide a wealth of insights capable of driving the business in the right direction. Digi-Analytics is an online, managed service that provides rich, multi-dimensional, insightful, and interactive data visualizations through the reporting tool Tableau. Unisys spares logistics companies the burden of hosting, maintaining and making sense of system data by providing it as a real-time service accessed from any device. The catalogue of reports can highlight patterns, anomalies and behaviors and allows ‘drill down’ into the details. Unisys has over three decades of expertise in the logistics industry and specialists in diverse disciplines. We leverage our experience and expertise to design this advanced catalogue of insightful visualization outcomes that we bring to our customers.
Use Data to Solve Real Business Challenges

The key highlight of Digi-Analytics is that we start from pertinent business questions and dig into past or emerging data to provide visualizations that drive seamless strategic and tactical decisions. The visualizations addresses deep issues like order processing challenges, notifying the customers, customer behaviors, cost of generating business through multiple channels, revenue insights etc. in multi-dimensional views that are invaluable. The base service offers multiple off-the-shelf reports. New reports added continuously bring a range of choices for the customers. In addition, we can provide customized insights to address specialized needs of customers. The reports are easily accessible and can be operated online through many browsers and devices including iOS ones like iPads. The reports can also be downloaded to a personal computer and accessed via the free Tableau Reader. We free organizations from the burden of running their own data analytics function, and enable them to focus instead on efficiency and business growth using these insights.

Explore the Reports Library

This service provides range of reports including, but not limited to:
- Arrival Notification to Customers
- eAWB Penetration Report
- Accepted vs. Booked Report
- Booking Trends Report
- Dimensioning Trends Report
- Sales Reports
- Birds Eye View into Operations

Make Business Data Work for You

Insights delivered by Digi-Analytics help you make well-informed strategic and tactical decisions across a range of organizational roles with far reaching impact on the business. Each report is driven by pertinent business problems and strives to solve real-world challenges faced by our clients. The usage based pricing model makes this service cost effective. Besides driving business decisions, these reports also provide a solid foundation for automation projects initiated by the clients where the output from these reports acts as a trigger to some automated follow-up action, previously performed via human intervention. In essence, Digi-Analytics makes business data work for you.

For more information, please visit www.unisys.com/digistics
or write to travelandtransportation@unisys.com