DHL Aviation, Copenhagen Airport

Creating dynamic reports with PowerOLAP from financial data stored in J.D. Edwards enabled this world-class, worldwide carrier to track costs and gauge productivity as never before.

Faster, easier, better—watchwords for success at DHL

A PowerOLAP case study with comments from

Kenneth Andersen, Accounting Manager

DHL WORLDWIDE EXPRESS®

PowerOLAP®

"We produce a large number of reports locally as well as for our HQ in Brussels. With PowerOLAP we have managed to reduce our reporting time by 20 to 30% each month, while still providing individual reporting formats for each user. The customized templates allow instant reports with a few clicks of the mouse," says Kenneth Andersen, Accounting Manager at DHL Aviation in Copenhagen. DHL Aviation is the flight transportation department of DHL, one of the biggest deliverers of express packages in the world. The Copenhagen operation is the central reloading hub for all Nordic and Baltic countries; 300 employees work there, handling 66,000 tons of cargo yearly.

Faster, easier, better—attributes customers associate with DHL worldwide delivery services. Now, using PowerOLAP, DHL's internal customers leverage the benefits of faster, easier, better reporting to track productivity in customizable reports: by version (Actual v. Budget), by staff, by department, by capital investment—according to any of the parameters DHL staff wish to see.

DHL Aviation Copenhagen is a service provider for the company and costs are therefore watched closely. Kenneth Andersen explained: "Productivity is one of our main focus areas in cost management. Shipment volumes are closely monitored in order to manage service performance. Having the right people in the right place to support the operations is a daily ongoing activity. PowerOLAP supports our organization with real-time information about these areas, which is greatly appreciated by our operations staff."

From J.D. Edwards to Excel—dynamically, via PowerOLAP

The underlying DHL-Europe operational data—including the source financial data for reports created by DHL Aviation—resides in a J.D. Edwards AS/400-version system. PowerOLAP runs directly on the J.D. Edwards system, transferring selected data using a standard ODBC interface.

Andersen explained the advantages of using PowerOLAP to "source" J.D. Edwards data for reporting purposes: "J.D. Edwards includes a report generator, but we use that only for very detailed reports. PowerOLAP is much more user-friendly, much easier—no programming required—and with a much nicer layout of the reports. And, once the design work for the cubes was completed, it took only a couple of hours to run on the J.D. Edwards system."

After the report has been structured in PowerOLAP—with drag-and-drop, double-click ease—pressing a single icon button creates a dynamically connected Excel spreadsheet. As the underlying data updates, so too does the Excel report. As a result, Excel users see J.D. Edwards data update dynamically. There may be no faster access to real-time data.

Benefits derived by DHL's PowerOLAP solution:

- Significant reduction in reporting time
- Customizable reports for key users
- Improved data quality
- "Instant reports" with a few mouse clicks
- User-friendly capablilities— "no programming required"

"Users get more informative reports days earlier. And data quality has improved because we can see the same data in many different ways."

"Using PowerOLAP has been easy because it's based on Excel—so little training was needed."

Our customers speak for us

Then, too, familiarity with Excel is a big advantage for users. "Learning PowerOLAP has been easy because it is based on an Excel-user interface— therefore, little training was necessary. If you understand the data structure and can use Excel, you are ready to use PowerOLAP."

Satisfying Individual Needs With Customizable Reports

The staff at DHL—those who create the reports and those who read them—are pleased as well by the ease with which reports can be adjusted to satisfy individual needs. PowerOLAP's cross-parametric views of underlying data can be customized nearly instantaneously, for example to drill down on a particular area that warrants more study, or to look at performance figures according to a different variable. Andersen observed, "Our finance department understands that there are different requirements from each user supporting change in managing today's business. PowerOLAP not only permits us to personalize reports because of the multidimensional database, but also delivers higher-quality, informative business knowledge."

Beyond allowing DHL management to see—faster, easier, better—reports about capital investment and staff productivity, PowerOLAP is resulting in greater productivity gains within Andersen's own department. At first, it was the financial department that created the reports for management and HQ. Andersen commented: "We see further potential in using PowerOLAP as internal needs change. We are already working on providing our users with the training plus the know-how in order to design and produce their own customized reports. The various databases PowerOLAP is able to communicate with enable us to extend its use to areas other than finance."

Given that DHL serves 227 countries around the world, PowerOLAP's success could reach some distant horizons!

"PowerOLAP delivers higher-quality, informative business knowledge."

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