



DHL runs a tighter ship with Internet-based shipping and tracking.

Routine overseas shipping presents administrative challenges that even large corporations struggle to manage efficiently. When their business depends on reliable, timely package delivery, many companies turn to DHL Worldwide Express. As the recognized leader in the international shipping industry, with a 40 percent share of the international express market, DHL Worldwide Express promises to make it easy for customers to

send packages around the world. With the introduction of an Internet-based automated shipment processing and tracking system, powered by IBM MQSeries, DHL delivers on its promise.

As a one-stop resource for international shipping, DHL Connect includes several unique features that set it apart from the shipping systems offered by competing carriers. With help from IBM, DHL created a network that enables it to offer Internet access, in addition to the shipment service, to customers with no existing online connections. Recognizing that many customers use multiple carriers, DHL Connect can also be used to track shipments booked with Federal Express, United Parcel Service, RPS and Airborne Express, as long as the customer can provide the waybill number. And, by integrating DHL Connect with personal information managers such as Lotus Organizer, Microsoft® Outlook and

“DHL Connect is built on messaging, and there’s no way we could have done it without MQSeries. . . . we could potentially realize up to 375 percent return on our investment.”

– Joseph Riera, Chief Information Officer, DHL Airways, Inc.

Application	Online shipment scheduling and tracking system
Business Benefits	Estimated \$20 million savings in shipping costs; expected 375% ROI; 100% increase in volume of work automated; waybill form reduced from 5 pages to 2; improved customer service leading to new accounts
Software	IBM® MQSeries® on HP-UX Lotus® Organizer®
Hardware	IBM ES/9000®



With DHL Connect, DHL Worldwide Express is truly extending its global reach.

Symantec ACT, DHL saves users time by eliminating the need to reenter addresses already stored in their computers.

Using IBM MQSeries to connect DHL Connect with its back-end systems, DHL is realizing significant savings. "DHL Connect will save us between 75 cents and a dollar per shipment," says Joseph Riera, chief information officer of DHL Airways, Inc. "With over 100 million shipments processed every year, if we process 20 percent through DHL Connect, we'll save nearly \$20 million. Weighed against a one-time development cost of \$4 million, we could potentially realize up to 375 percent return on our investment." These savings result from a significant increase in employee productivity and a reduction in telecommunication and paper costs – the five-page waybill is now down to two pages.

Launched in July 1998, DHL Connect will break even within the first year, according to Riera. Currently, 9,000 customers in eight countries use it to complete waybills, order shipping supplies and track packages. "Two years ago, we were processing 33 percent of shipments in the U.S. through our automated systems," says Riera. With DHL Connect, Riera expects that number to reach 70 percent within the next three years. "DHL Connect is a productivity tool that has helped us improve customer satisfaction and gain new accounts," he adds. "For example, a large bank recently switched to DHL from a major competitor because DHL Connect cut the time it took to complete a waybill in half."

Controlled connectivity

Customers who request DHL Connect with full Internet access are supplied all the necessary software, including the dialer and Web browser. For customers who ship electronically with DHL, but do not want full Internet connectivity, DHL provides a "fenced site," which recognizes the IP addresses of the limited-access users and provides them free access to only certain shipping-related

Web sites, such as the Department of Commerce, the CIA Factbook and the Export-Import Bank. "Smaller companies that don't need full Internet access, but do want the benefits of conducting business over the Web, find this useful," explains Riera.

DHL downloads changes in commodity classifications or shipment guidelines from various sources to its own central database. The revised business rules are automatically updated on the customers' computers each time they log on to DHL Connect.

MQSeries overcomes platform barriers

The goal in designing DHL Connect was to assist customers with the various processes required to ship packages overseas. These processes are managed by diverse applications – customer service, billing, credit checking, overseas shipment and order tracking – which run on HP-UX servers. Using MQSeries, these applications access the central IBM ES/9000 mainframe that stores all of DHL's shipment rates and customer accounts. MQSeries, running on an HP-UX server, enables reliable communications between the applications.

MQSeries also makes it easier for DHL's application developers to add functionality to individual applications. Thus, DHL developers have been able to create a purely message-based system with individual application modules that can be modified without impacting the rest of the system. Says Riera, "DHL Connect is built on messaging, and there's no way we could have done it without MQSeries."

By the turn of the century, DHL Connect will cover DHL Worldwide Express Network operations in nearly 50 countries worldwide. Says Riera, "We're extending our global reach with DHL Connect. It's a powerful tool to ensure customer loyalty, and IBM was instrumental in helping us optimize it. The IBM transportation experts really understood our business."

For more information, please contact your IBM marketing representative or IBM Business Partner.

Visit us at:
www.ibm.com/e-business

For more information on DHL, visit:
www.dhl.com



© International Business Machines Corporation 1999

IBM Corporation
Internet Division
Route 100
Somers, New York 10589

Produced in the United States of America
1-99

All Rights Reserved

ES/9000, the e-business logo, IBM and MQSeries are trademarks of International Business Machines Corporation in the United States and/or other countries.

Lotus and Organizer are trademarks of Lotus Development Corporation in the United States and/or other countries.

Microsoft is a trademark of Microsoft Corporation in the United States and/or other countries.

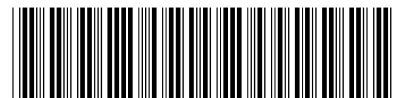
Other company, product or service names may be trademarks or service marks of others.

This case study illustrates how one customer uses IBM products. Many factors have contributed to the results and benefits described. IBM does not guarantee comparable results. All information contained herein was provided by the featured customer and IBM Business Partners. IBM does not attest to its accuracy.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.



Printed in the United States on recycled paper containing 10% recovered post-consumer fiber.



G325-1314-00