



DPD puts its trust in Uniserv

The international parcel and express service operator DPD introduces company-wide, unified master data management in Germany, as part of the modernisation of its IT landscape. To do so, DPD puts its trust in Smart Customer MDM from Uniserv.

CHALLENGE

Master data with consignee information is spread around in different applications and data banks - and its accuracy and levels of truthfulness differ accordingly. The result is that delivery drivers need more time to load their vehicles in the depots, especially when consignor addresses have to be matched with known consignee addresses. Saturday

deliveries are often unsuccessful, thus causing increased quantities of parcels awaiting delivery at the start of the next working week. It's difficult to add additional services, especially in the private customer field, and the evaluation possibilities for reporting and controlling are a problem too.

HIGHLIGHTS

To enable the introduction of company-wide unified master data management, DPD is further optimising its IT landscape. The DPD Address Hub is being set up based upon Uniserv's Smart Customer MDM, and will ultimately serve

as the central address information system within the DPD system landscape.

CUSTOMER USE

Improved matching of addresses with existing DPD master data means that the time needed for loading vehicles in the depots can be reduced by approximately 50%. Targeted data enrichment enables a precise check as to whether a delivery on Saturday is possible; this evens the workload and avoids a time and cost-intensive surplus of parcels awaiting delivery at the start of the next working week. The central master

data system with its high quality data also provides the foundation for expanding additional premium services, as well as for simple removal of obsolete stock systems. And last but not least, considerably better possibilities for reporting and controlling are now available.

THE UNISERV SOLUTION

Smart Customer MDM is Uniserv's MDM solution for customer master data. It combines technologies, processes and services to a holistic concept, whereby 'Smart' stands for simplicity, intelligence and efficiency. On the technical side, Uniserv's Customer Data Hub takes care of integrating, cleansing and enriching data and making it readily available. Methodically performed analyses, planning, introduction

and operation of the software solutions provided, make customer data fully exploitable and thus to an important link in the value creation chain. With its Smart Customer MDM, Uniserv helps companies to develop a unified, comprehensive and fully up-to-date picture of their customers and have it readily available for all company divisions and areas at all times.

ABOUT DPD

DPD Deutschland is part of the international DPDgroup, Europe's second largest parcel delivery network, and has 76 depots and 6,000 Pickup points across Germany, and 8,000 employees and 9,000 delivery experts dedicated to serving its customers. As the number 2 in the German parcel delivery market, DPD Deutschland transports around 320 million parcels daily – completely carbon neutral and without additional costs for the customer.

DPD offers a simple, comfortable and flexible service for B2B and B2C parcel deliveries, with innovative technologies and accurate orientation to the needs and life styles of its customers and recipients. One example here is its unique Predict service, providing map-supported live tracking, multiple options for redirecting parcels and a delivery time window of one hour.

Further information is available at www.dpd.de.

UNISERV

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