



Choice Logistics

Choice Logistics has grown from a local courier to a world leader in mission critical service parts logistics. When global companies and third-party providers install products that are used to save lives, conduct financial transactions or secure our borders, they need a plan to deliver critical service parts quickly, often within hours. Choice provides solutions that meet the high-availability requirements of leading companies. Its services and infrastructure enable companies to develop and deliver premium support offerings.

Why Dashboards?

Choice recognized the need for dashboards years ago. Management wanted to drive efficiency by creating a single data presentation layer that leveraged consistent data sources, metrics and KPIs. The company had implemented a data warehousing system, which allowed them to pull data and create manual static reports in Excel. Choice saw the opportunity to build upon the data warehousing system, and provide real-time dynamic reporting to its clients with a dashboard solution. The company decided to implement a solution that would give clients more control and more insights into the areas of their business they wanted to monitor.

Robert Bacchi, the SVP of Information Systems at Choice said:

“They say a picture is worth a thousand words, and the visual presentation offered through dashboards provides better insights into the business. Dashboards, for us, were a necessary solution that allowed us to offer our clients the consistency and transparency we sought. We wanted to ensure that it was clear the business was operating on facts, and, with Dundas Dashboards, everyone sees the same visualizations and metrics, we do internally, so do our vendors, so do our clients.”

Why Dundas Dashboard

The team at Choice looked at a number of dashboard solutions, but felt that Dundas Dashboard was the best option due to its functionality and the high level of support Dundas provides. Robert Bacchi felt that Dundas Dashboard’s features aligned with what Choice wanted to accomplish. Choice also did not want a proprietary data structure, and Dundas Dashboard was easy to integrate into Microsoft SQL Server.

Choice took advantage of the 45 day trial that Dundas offers, and this allowed the team to experience the product's functionality, and the relationship they would have with Dundas, including the level of support they would receive. All of their selection criteria were met and Choice felt that Dundas would be a good company to deal with in the long term.

"The majority of your lifetime with a vendor is spent with their support group, so in addition to a product's stability, scalability and affordability, their support team must be knowledgeable and attentive."

Dundas Professional Services Engagement

Choice has worked closely with the Dundas Professional Services team, taking Dundas Dashboard training, and also engaging with Professional Services on dashboard design projects. These projects involved dashboard design best practices consultation based on Choice' chosen KPIs. At the end of the consultation, the Dundas team was able to build wireframes for Choice. The Dundas Professional Services team has also done some development projects, where, based on Choice' KPIs, Dundas designed and implemented dashboards.

Robert Bacchi stated that:

"That's where we feel, aside from the Dundas product, we could leverage their expertise the most. It is critical to us to provide the best possible services to our clients, and creating dashboard solutions for our clients that allow them to easily gain insights from their data is the priority with our dashboard project."

After the initial training and development services, Choice re-engaged with the Dundas Professional Services team to create a new set of dashboards. Bacchi believes that if their team employs the Dundas Professional Services team to design a dashboard that is more intuitive, he minimizes the training and accelerates adoption, thereby gaining insights more quickly, which translates into client success.

"Before using dashboards, our reports looked like data grids. The Dundas Professional Services team helped us transition from thinking of data in terms of a spreadsheet to presenting it visually through graphs, charts, maps, or the other visualization types. With the Dundas team we were able to make the leap and look at something completely out of the box and say, if we only represented the data this way we would gain much more insight. People trivialize what it takes to have a good visual eye, and we understood that it's a skill that is not quickly attained. In order to provide better dashboards to our clients faster, we decided to utilize the Dundas visualization experts for that service". - Robert Bacchi

Final Dashboard Solution

Choice created different dashboards for different purposes. The first dashboard was for internal use and displayed metrics for executives. This dashboard is now being used by the executive team and distributed to account managers and other stakeholders. Robert Bacchi said “We can see our own business trending and that’s been very helpful. It’s like our Bible at this point - it’s our go to for facts on how the business is performing.”

The second series of dashboards contain information about client spend. These dashboards gave clients a graphical representations of trends, so they could see how their spending was trending over 18 months. Clients can now see the effects of any initiatives they have undertaken or identify issues early on that may be candidates for remediation. “We’ve received dozens of emails from clients thanking us for providing a dashboard that was so easy to use and so informative.” said Robert Bacchi.

He also indicated that implementing Dundas Dashboard has helped to create consistency in the organization, saying:

“As we introduce dashboards into the corporation, not only is there a different way of looking at information, but culturally there is a shift. Everyone was used to pivot tables, everyone had deviations from standard formulas, the variations were damaging. Everyone now is aligned.”

Business Benefits from Dundas Dashboard

The corporation is currently working on the next phase of client facing dashboards which focus on delivery performance, and it will also be implementing more dashboards for internal use.

Robert Bacchi expects this phase to deliver time and cost savings, saying:

“We have a very inefficient method today of generating static, manual reports on delivery performance for clients. We currently have a team of people that spend the day producing reports for clients. That will all be automated, mostly with Dundas, which gives our clients real time information and allows us to focus on the trends and opportunities.”

Bacchi feels that there is a new level of confidence in running the business with facts in front of them, and they are beginning to look at data as actionable information. Prior to implementing Dundas Dashboard, 80% of the analysts time was spent creating reports, and 20% was analyzing the data. With Dundas Dashboard, the team now spends 80% of their time looking at trends in the data that help to improve clients understanding of their performance and act on opportunities.

Choice has achieved its goal of giving clients better tools and more control over their data and business. Clients see that Choice is a progressive company that is providing useful tools and transparency.