

BUSINESS INTELLIGENCE

# Harness the power of business intelligence (BI)

How advanced analytics from freight audit payment optimize transportation spend



**infios**  
a Körber company

## INTRODUCTION

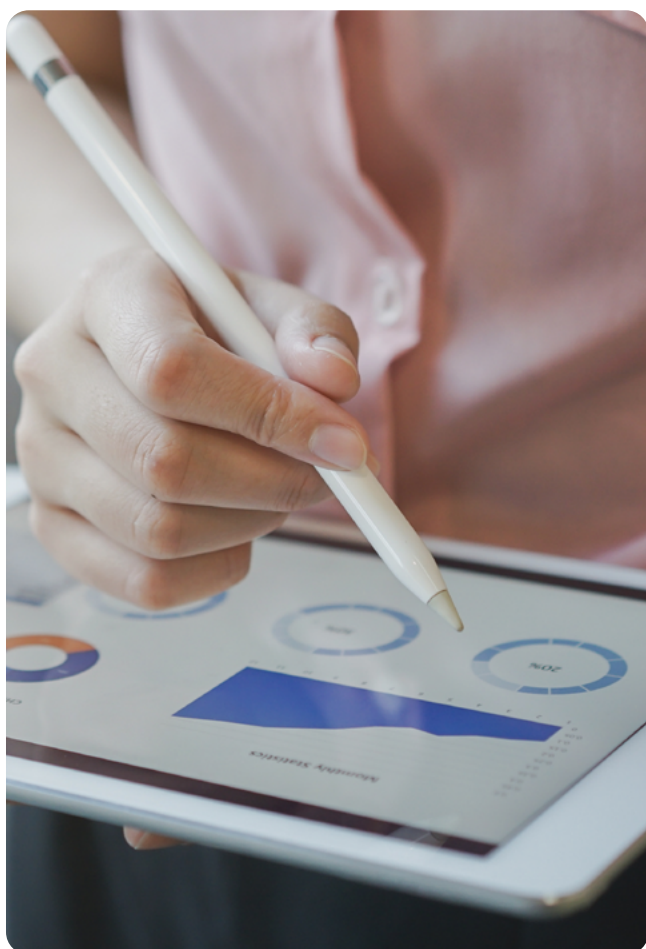
We live in an era where data is at the heart of an organization. But only by understanding it, can you leverage its full potential. Data analysis and business intelligence (BI) serve as the key to unlock this potential.

With it, you can gain the insights to control your end-to-end transportation costs and enhance the efficiency and effectiveness of your transportation operation.

# Maximize data impact

To maximize the impact of your data, you first need to normalize, customize and analyze it to derive value for your specific business needs.

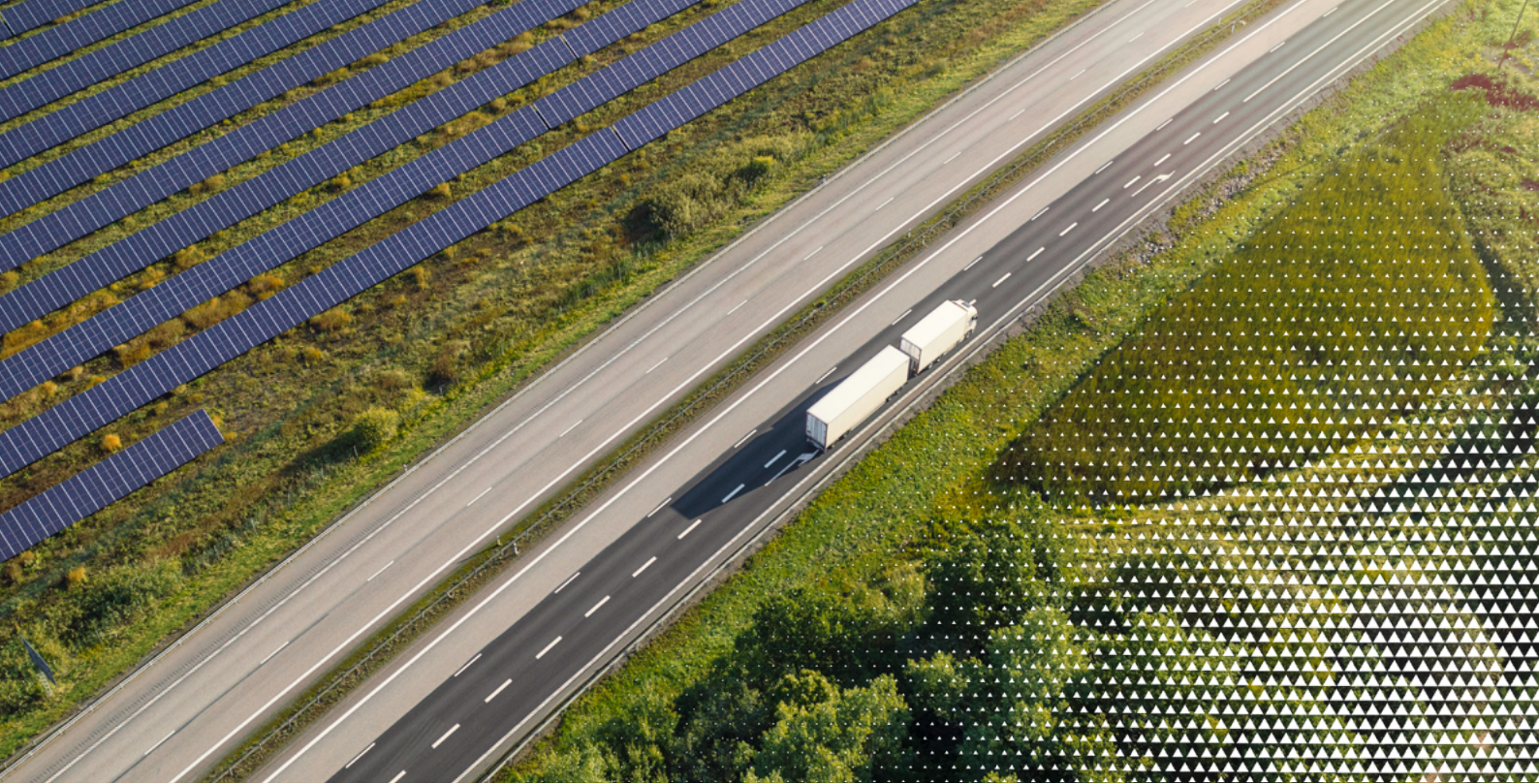
- **Data normalization**  
A fundamental step for an accurate analysis, ensuring an “apples to apples” comparison across different carriers.
- **Data customization**  
Create logic-based elements, like shipment type, region or distribution center location. This provides a nuanced understanding of your business.
- **Data fusion**  
Enable the reconciliation of different data points, such as shipping and handling revenue versus actual shipping cost, or manifested versus actual operations.



## Develop effective KPIs

Proactive management of your key performance indicators (KPIs) enables swift identification and resolution of problems. Efficient and effective monitoring strategies can protect budgets, maintain customer satisfaction, identify operational anomalies before they become trends, highlight invoicing errors and facilitate KPI reporting within your organization.





# Uncover actionable insights

The specificity of data is key to finding actionable insights. The more detailed the problem is, the easier it is to solve. This highlights the importance of the “drill-down” capability in BI platforms, which enables you to dive into specific metrics for a deeper understanding.

## Map your transportation BI journey

Developing an effective proactive analytics program follows a funnel approach. It begins by monitoring high-level cost indicators (Tier 1). An anomaly identified here would prompt a deeper dive into individual cost drivers (Tier 2). Tier 3 involves specificity and turning a general callout into an actionable one.

It is crucial to remember not to let outliers skew your overall analysis. Equally, it is important to avoid assumptions that can lead to misleading interpretations.



### Leverage transportation data with business intelligence (BI)

- Carrier performance tracking
- Accounting and financial reporting
- Accrual reporting
- Open/unpaid invoice reporting
- Payment cycle time reporting
- Track audit provider performance
- Carbon emissions and sustainability reporting

# Set the right goals

Strategically integrating BI into shipping cost management is dependent on establishing short-, medium- and long-term goals:

- **Short-term goals:** Identifying high-level cost indicators, implementing a systematic, proactive analytics program and swiftly recognizing and addressing changes in shipping behavior.
- **Medium-term goals:** Generating actionable insights, understanding root causes and formulating strategies to drive cost reductions.
- **Long-term goals:** Implementing organizational change with established data visualizations and data-driven decision making, identifying large-scale projects such as network fulfillment strategy or inventory positioning strategy.



“Business intelligence is there to help you draw conclusions and advance your business by consolidating these enormous data sets.”

**Quinn Nelson**  
Manager, BI & Analytics, Infios

## CONCLUSION

Building business intelligence for your transportation operations starts by understanding your data and turning it into actionable insights. By taking a proactive approach and setting clear goals you can drive down transportation costs and improve operational efficiencies. As your organization matures in its use of BI, this can then pave the way for broader organizational change, creating a culture of data-driven decision making and strategic planning—ultimately driving competitive advantage.

Discover how Infios’s approach to value-added freight audit payment (FAP) can help your business thrive in today’s world.

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