

“iDashboards fits the needs of KDL and positioned us to differentiate ourselves from our competition.

—Eric Elter, Director of Information and Technology Services

Increasing Supply Chain Efficiency with User-Specified Dashboards

CUSTOMER

Keystone Dedicated Logistics (KDL) is a non-asset based freight management company providing value to small and midsize manufactures by increasing supply chain efficiency while decreasing costs. In 2003, KDL branched-off as an independent transportation organization with expertise in LTL trucking, truckload, domestic & international logistics, manufacturing, warehousing & distribution services, freight and supply chain management practices. KDL has been consistently acknowledged as one of the top logistics providers because of their commitment to delivering exceptional services. From small, local packages to large, international freights, KDL provides cost-effective and timely transportation solutions to meet customer needs and requirements.

CHALLENGE

After the support of their previous reporting system expired, KDL discovered the need for a better solution that was actively supported and granted more control with the ability to make direct changes in real-time. As KDL sought a solution, they focused on key capabilities such as ease of use, multiple data source integration and the ability to assign user-roles with restricted limits. KDL chose iDashboards because it fulfilled their specific needs and gave them a cutting edge advantage over their competitors.

IMPLEMENTATION

When implementing iDashboards, KDL found the software to be user-friendly and enjoyed the ability to integrate their SQL, MySQL databases as well as Excel workbooks. By combining their data sources, KDL could formulate intuitive, interactive graphs and charts with drilldown capabilities and what-if analytics. The software features also allowed KDL to receive real-time alerts, perform what if-analytics and view reports from dashboards. KDL also took advantage of iDashboards mobile device capability to ensure supply chain efficiency at all times.

RESULTS

As a result of implementing iDashboards, KDL is able to track important key performance indicators surrounding transportation data, client revenue, carrier payables, audit percentages, CRM data and many other significant KPIs. KDL found iDashboards to be so beneficial that they use dashboards in every department of the organization and bought enough licenses for all employees and clients to access user-specified dashboards. With iDashboards'

role-based permissions and security, KDL can limit individuals' permissions based on their log-in credentials, allowing only authorized employees to configure data. Being a user-friendly dashboard solution, iDashboards can be easily understood at-a-glance with no training required on the user-end which is preferred for their customers.

Since deploying iDashboards, KDL has been able to maintain supply chain efficiency and make an even greater influence on their customers. They have experienced an immense amount of positive feedback from employees and customers.