

# Improving Operational Efficiency, Agility, and Resilience



**Empower operational intelligence with data-driven decisions, leveraging a unified data platform across all disparate systems.**

Operational leaders face a landscape marked by unprecedented economic and technological change, requiring both immediate responses and strategic foresight. These developments are fueled by global supply chain volatility and rapid technological shifts affecting interactions with suppliers, departments, workers, and customers.

As a result, operational leaders face a number of key challenges as they strive to improve operations, including:

- **Volatile markets.** In such a climate, operational leaders struggle to meet customer needs. They need to be able to make changes across supply chains, and also make quick revisions to products, services, and inventory levels.
- **Poor visibility into operational costs.** Operational leaders struggle to improve efficiencies across labor, supplier, and other dimensions, as well as optimize financial operations (FinOps) for cloud resources.
- **Distributed, siloed data.** Data is often stored across diverse systems, including multiple ERP and CRM systems, complicating informed, operational decision-making across operations, sales, and finance departments.
- **Regulatory pressure.** Also, when data is distributed, complying with regulatory requirements is unsustainably complex and time-consuming. This makes it challenging for operational leaders to adhere to standards while maintaining operational efficiency.
- **Error-prone manual workflows.** These lead to longer lead times and higher operational costs.

The Denodo Platform addresses these challenges with a strategic, logical approach, to improve operational efficiency, agility, and resilience. This brief covers how that works, and we close with the story of Estes Express Lines, a company that has successfully leveraged the Denodo Platform to gain these benefits.

## Introducing the Denodo Platform

The Denodo Platform is a logical data management platform. Rather than physically replicating data for reporting, it leverages data virtualization to enable real-time access to disparate data sources, without replication. With this capability, and other advanced features, the Denodo Platform establishes a unified semantic layer above an organization's data sources, one that provides data in the language of the business, at the speed that the business requires.

### SOLUTION

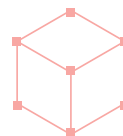
Improving Operational Efficiency, Agility, and Resilience

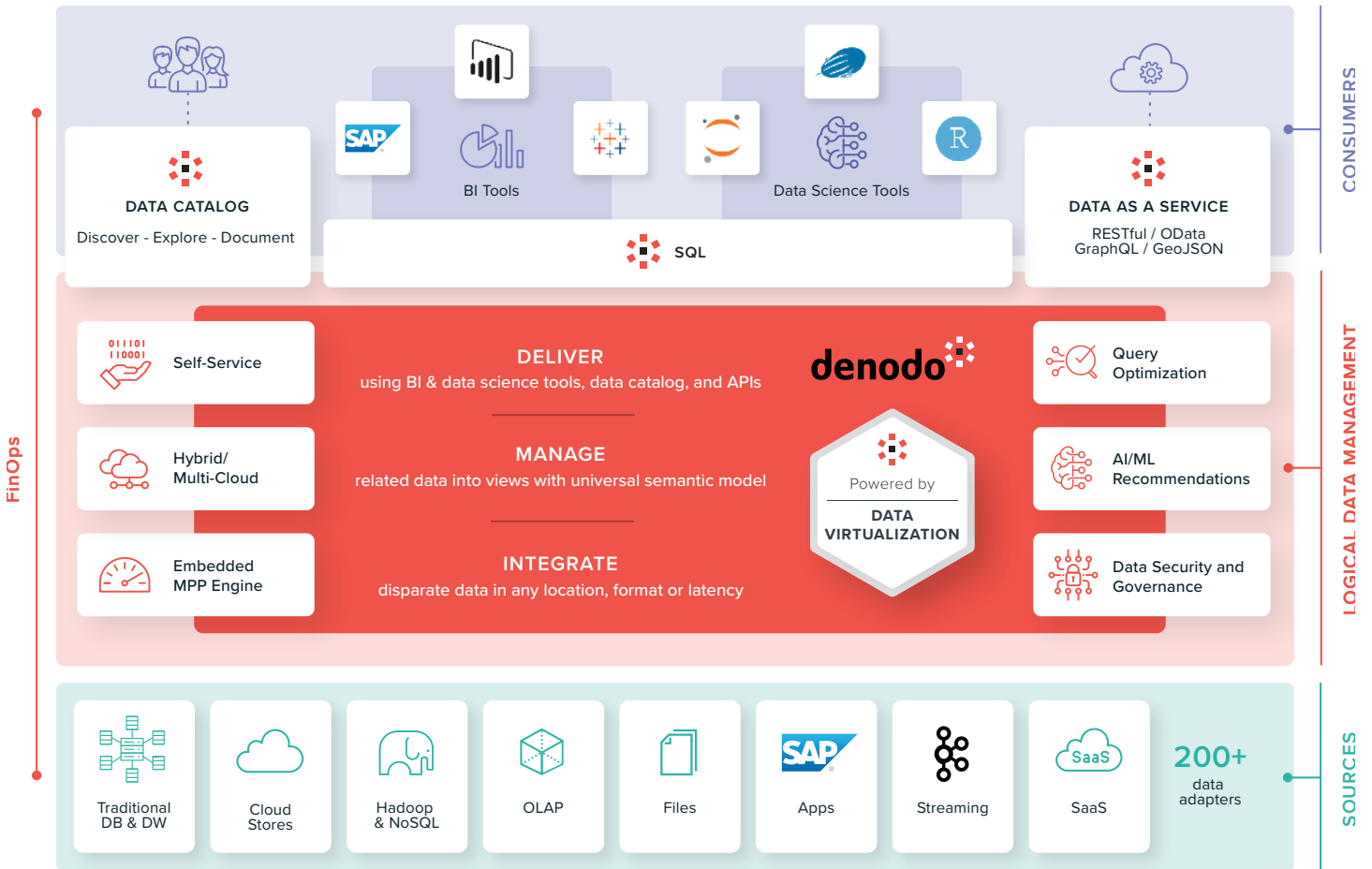
### WEBSITE

[www.denodo.com](http://www.denodo.com)

### PRODUCT OVERVIEW


The award-winning Denodo Platform is the leading data integration, management, and delivery platform using a logical approach to enable self-service BI, data science, hybrid/multi-cloud data integration, and enterprise data services. Realizing more than 400% ROI and millions of dollars in benefits, Denodo's customers across large enterprises and midmarket companies in 30+ industries have received payback in less than 6 months.








## Enabling Improved Operational Efficiency, Agility, and Resilience


Next, let's look at how the Denodo Platform overcomes each of the challenges listed on the first page.

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**RESPOND DYNAMICALLY TO MARKET SHIFTS**  
 With the Denodo Platform, organizations can harness the power of real-time data integration to optimize and automate supply chains and quickly make changes to products, inventory levels, and the delivery of services, to meet evolving customer needs more effectively in shifting market conditions.
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**STREAMLINE FINOPS EFFICIENCY**  
 The Denodo Platform enables operations leaders to implement real-time data tracking and analytics to optimize cloud spending, align expenditures with business outcomes, and enhance financial agility in cloud resource management.
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**A HOLISTIC VIEW OF ALL OPERATIONAL DATA**  
 The Denodo Platform delivers real-time analytics and data analysis, empowering agile decision-making based on the latest, most comprehensive information and operational intelligence, enhancing overall operational efficiency.
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**FACILITATING REGULATORY COMPLIANCE**  
 By providing real-time analytics and data access, the Denodo Platform enables organizations to continuously monitor, identify, and address compliance breaches and fraudulent activities, ensuring operational integrity and effective risk mitigation. The Denodo Platform streamlines adherence to complex requirements like Scope 3 reporting. It simplifies the discovery of – and access to – all data sources, even for stakeholders without technical expertise, and it seamlessly integrates new systems with existing IT infrastructure. These features enable businesses to efficiently remain compliant with myriad regulations, without hindering operations.
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**ENABLING AUTOMATED WORKFLOWS**  
 With the Denodo Platform, organizations can reduce manual effort and unnecessary steps, leading to faster turnaround times and lower operational costs. The Denodo Platform's bi-directional data flow provides swift, real-time data integration

and analytics through its APIs, enhancing app functionality, speeding up development timelines, and driving data-informed innovations.



**SMARTER OPERATIONS**

Here are a few additional ways in which the Denodo Platform empowers organizations to build smarter operations:



**SUPPLY CHAIN AND OPERATIONAL RESILIENCE**

The Denodo Platform provides a robust foundation for building digital twins, crucial in addressing the unpredictable impacts of global events on supply chain management for manufacturers and distributors (See the case study below about Estes Express Lines, a freight-transportation company that leveraged the Denodo Platform to implement digital twins). By integrating real-time data from diverse sources and offering bi-directional API capability, the Denodo Platform enables organizations to create accurate virtual models of their supply chains. This setup not only facilitates proactive management and scenario planning but also serves as a solid base for solving AI/ML use cases, enhancing operational efficiencies in a data-driven manner.



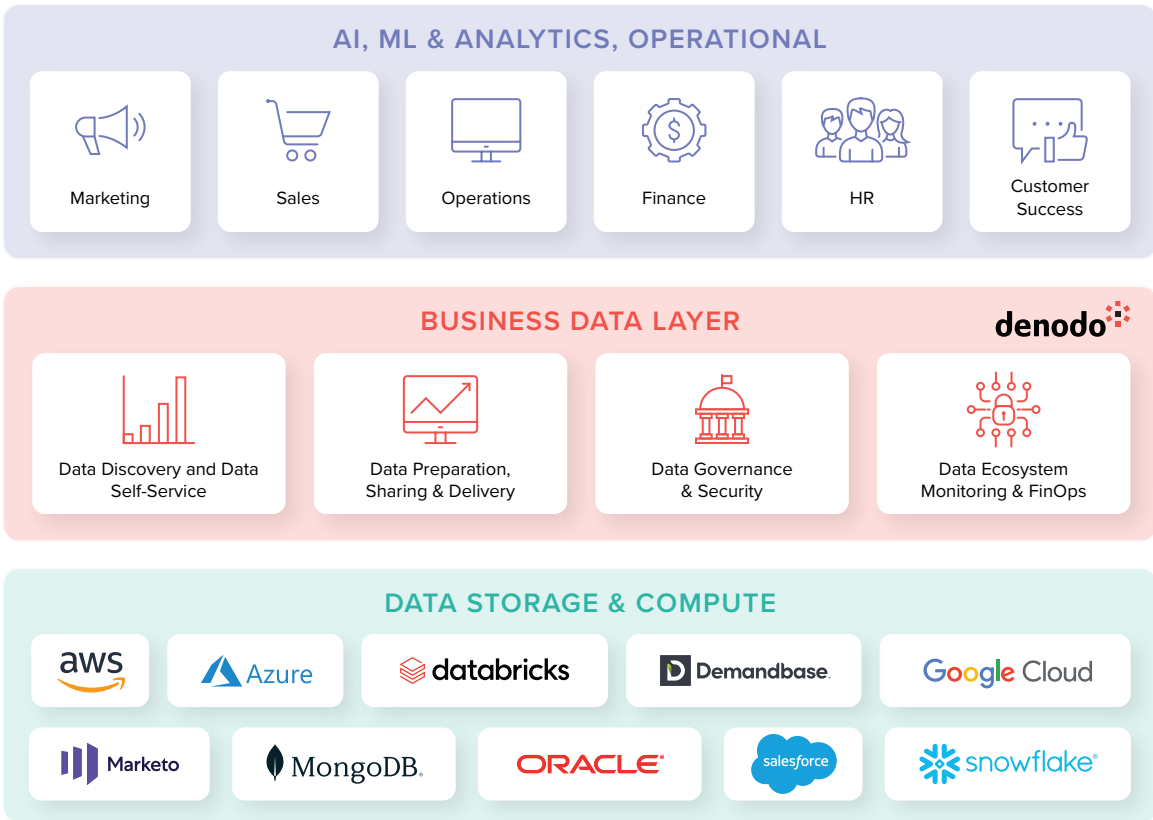
**IOT AND PREDICTIVE MAINTENANCE**

In the manufacturing sector, the Denodo Platform’s ability to seamlessly integrate Industry 4.0 technologies and data from sensors is key for enabling predictive maintenance. By employing advanced analytics, manufacturers can anticipate equipment maintenance needs, reducing downtime and optimizing asset utilization.



**BALANCED INVENTORY MANAGEMENT**

The Denodo Platform enhances inventory control by providing clear visibility into operations across multiple sites across multiple geographies. This transparency enables better management of load, raw materials, shipments, and suppliers, reducing risks associated with excess inventory and stockouts.



## Case Study: Estes Express Lines

# ESTES

Estes Express Lines is the largest privately held freight transportation company in North America. The company faced significant challenges in data management due to a variety of data-gathering processes, including paper bills of lading and manual data entry. This led to issues like duplication, errors, and incomplete data on package progress. These challenges were exacerbated by the need for digital transformation in the freight industry, intensified by the pandemic and the rise in e-commerce. Estes also faced internal data accessibility issues, with IT spending considerable time moving data before use, leading to inefficiencies in data handling and delays in data access for business users.

To overcome these challenges, Estes Express Lines implemented the Denodo Platform, which enabled a unified data-access layer over the company's disparate on-premises and cloud data sources. The Denodo Platform enabled logical, real-time connections to data, keeping the source data in its original locations, which is a more efficient approach than physically replicating data. The Denodo Platform enabled Estes to establish digital twins of all packages in transit, providing stakeholders with real-time status updates.

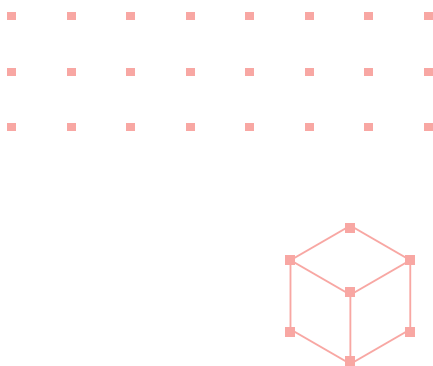
The implementation of the Denodo Platform provided substantial benefits to Estes Express Lines:

- **Reduced Manual Data Entry, Duplication, and Errors:** Streamlining data access processes reduced time and errors associated with data handling.
- **Seamless Integration of Data Sources:** Real-time, integrated data access improved not only the speed but also the quality of data, enabling quick resolution of issues.
- **Digital Twins for Real-time Shipment Tracking:** Enhanced the ability to provide up-to-the-minute updates to customers.
- **Empowered Business Users:** Self-service access allowed for strategic analyses to be performed more rapidly than before.
- **Faster API Delivery:** Significant reduction in time required to deliver APIs, from weeks to days.
- **Cost Savings:** A 10% reduction in infrastructure and labor costs by eliminating the need for data duplication across multiple platforms.
- **Improved Decision Making:** Better data quality and accessibility enabled more efficient and informed decisions regarding freight movement, enhancing customer experiences and driver safety.

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The Denodo Platform not only reduces data entry and errors, it also helps us get the right data to the right people at the right time. It helps us make the right decisions about every piece of freight, not only to move it most efficiently but also to provide the best experience for our customers and the safest, most streamlined experience for our drivers.”

— Todd Florence, CIO  
at Estes Express Lines



# denodo

Denodo is a leader in data management. The award-winning Denodo Platform is the leading logical data management platform for delivering data in the language of business, at the speed of business, for all data-related initiatives across the organization. Realizing more than 400% ROI and millions of dollars in benefits, Denodo's customers across enterprises in 30+ industries all over the world have received payback in less than six months.

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