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GLOBALTRANZ

Jeff Noto

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Senior Director
Product Design & Marketing

GlobalTranz Fast Facts

$1.4 billion
3PL founded in 2003

1,300+
employees and agents

8th largest
freight brokerage
in the U.S.

Carrier Network

120+ LTL carriers   **34,000 TL carriers**

Over 25,000 shippers rely on us
1.4 million+ shipments booked over last 12 months

INBOUND LOGISTICS
TOP 10
3PL PROVIDER
2019

#8
Transport
Topics
TOP FREIGHT BROKERAGES
2019

OFFICIAL
FREIGHT.TECH
100
2018

INBOUND LOGISTICS
TOP 100
LOGISTICS IT PROVIDER 2019

GlobalTrade
MAGAZINE
"Top 3PL for Technology"

SUPPLYCHAINBRAIN
2019
GREAT
SUPPLY CHAIN
PARTNER

Multimodal Shipping Services

Truckload Shipping

Dry Van

Drayage & Intermodal

Flatbed

Contract Capacity

Temp-Controlled

Oversized & Heavy Haul

Volume/Partial

Expedited/Team Services

Power Only

High Value

Cross-Border

Specialized Services

Managed Logistics Solutions

Project Logistics

Onsite Surveyors & Project Managers

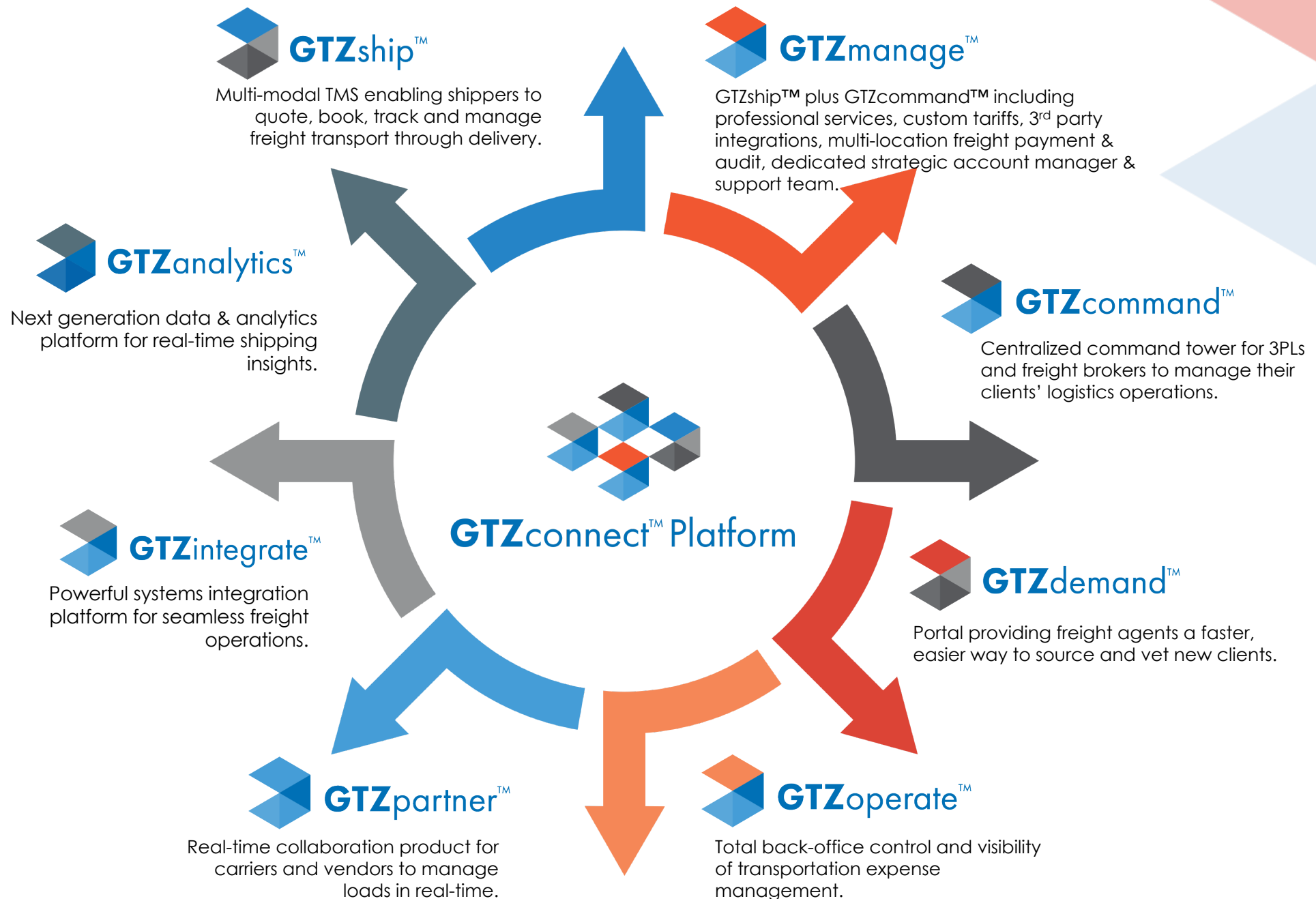Specialized Rail Transport

Crane & Rigging

Barge Transportation

Ocean Shipping

Transport Engineering

GTZship™

Multi-modal TMS enabling shippers to quote, book, track and manage freight transport through delivery.

GTZmanage™

GTZship™ plus GTZcommand™ including professional services, custom tariffs, 3rd party integrations, multi-location freight payment & audit, dedicated strategic account manager & support team.

GTZanalytics™

Next generation data & analytics platform for real-time shipping insights.

GTZcommand™

Centralized command tower for 3PLs and freight brokers to manage their clients' logistics operations.

GTZintegrate™

Powerful systems integration platform for seamless freight operations.

GTZconnect™ Platform

GTZdemand™

Portal providing freight agents a faster, easier way to source and vet new clients.

GTZpartner™

Real-time collaboration product for carriers and vendors to manage loads in real-time.

GTZoperate™

Total back-office control and visibility of transportation expense management.

The Challenge

The Challenge

Managing growth & increasing client needs requires a new approach to analytics

- Organic Growth + Acquisitions = A Mountain of Data

- Increasing complexity, competition, and customer demands require greater analytic agility

- Old Model: BI analysts creating reports based on user requests
  - Time-consuming
  - Highly iterative
  - Inefficient

The Solution

GTZanalytics® + ThoughtSpot = On-Demand Analytics & Insights

- GlobalTranz conducted an exhaustive search for an analytics partner:

  - Tested several products

  - Not truly "self-service"

  - Difficult to use

  - Cloud compatibility concerns

  - Difficult to modify

  - Scalability concerns

- Why ThoughtSpot?

  - ThoughtSpot met all of GlobalTranz's requirements for ease of use, scalability, cloud compatibility, etc.

  - Integration with ThoughtSpot permits macro-level analysis driving the creation of driver and carrier personae

Results

GTZanalytics® + ThoughtSpot = On-Demand Analytics & Insights

- New Model: Users creating pinboards on a "self-service" basis

  - More efficient

  - Less iterative

  - Sharp decline in the number of tickets submitted to analytics Help Desk

  - Sustained month-over-month growth of ~25% in active users

  - BI analysts freed up for more value-additive work

GTZanalytics + ThoughtSpot
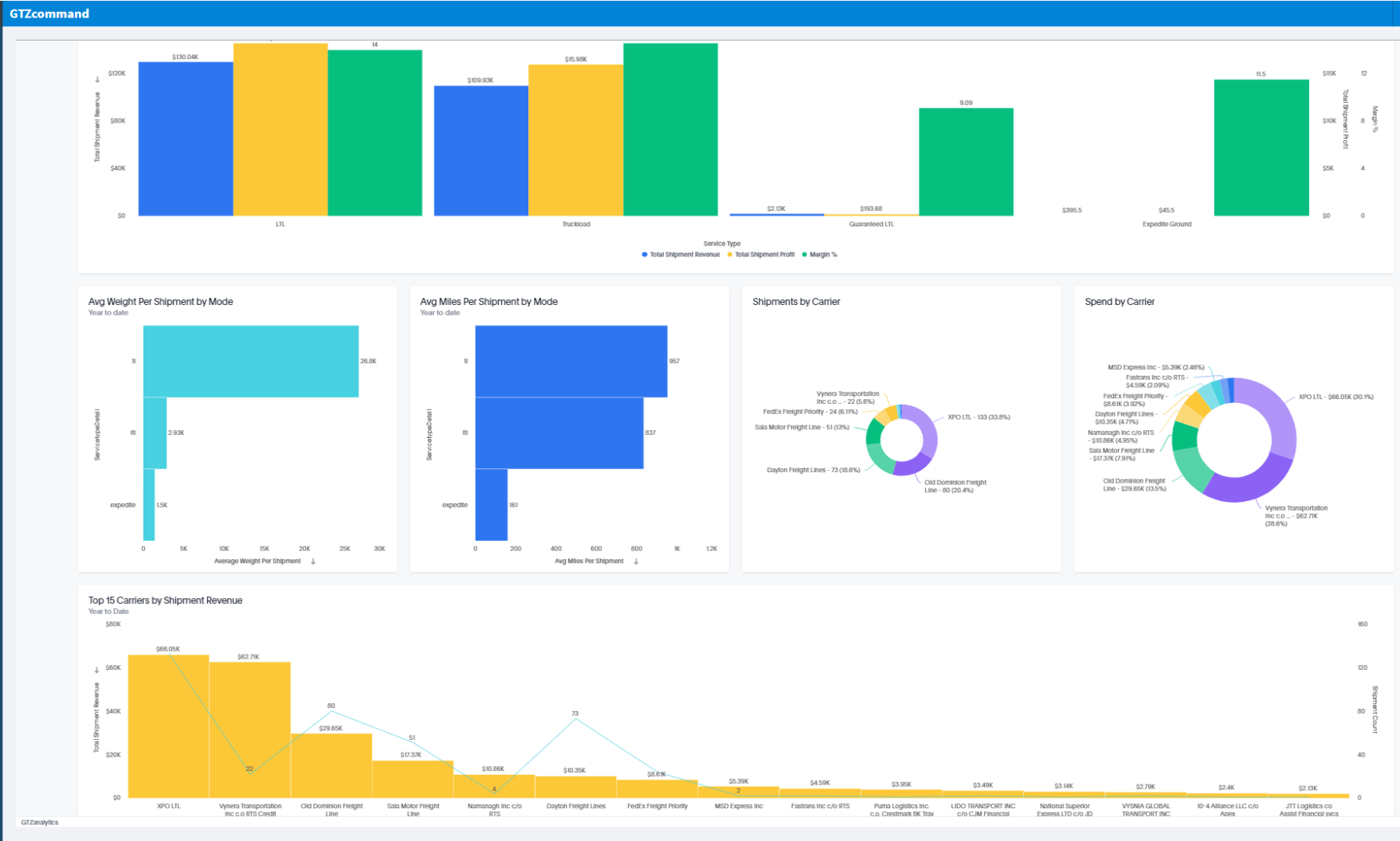
Additional Integrations
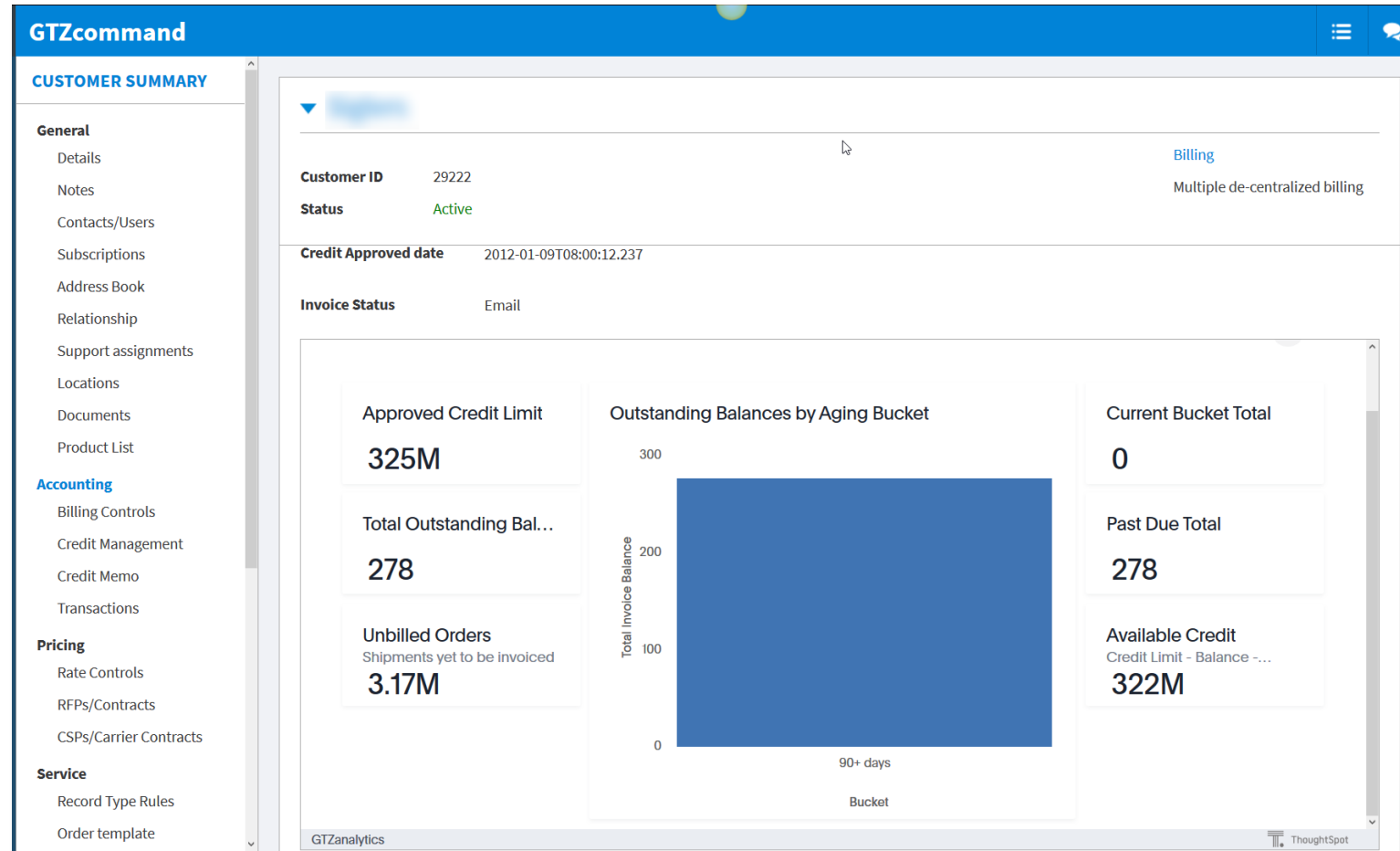
"ThoughtSpot helps us deliver on the mission of providing and driving change through impactful data."

Aditya Athavale

Director of Business Intelligence & Analytics, GlobalTranz

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Thank You

The Role of Analytics in Driving Shareholder Value

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Head, Consumer Analytics

Data and Shareholder Value

Better Segmentation

Better Decisions

Better Tactics

Better Allocation

Better Personalization

Better Targeting

Better Investments

Better Pricing

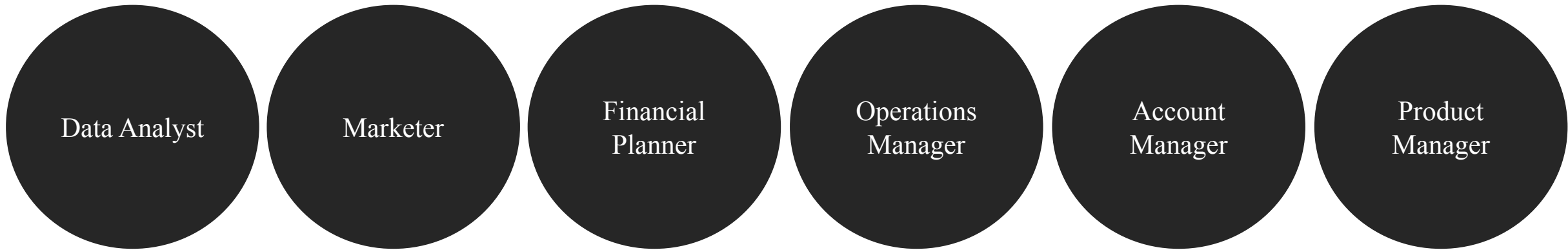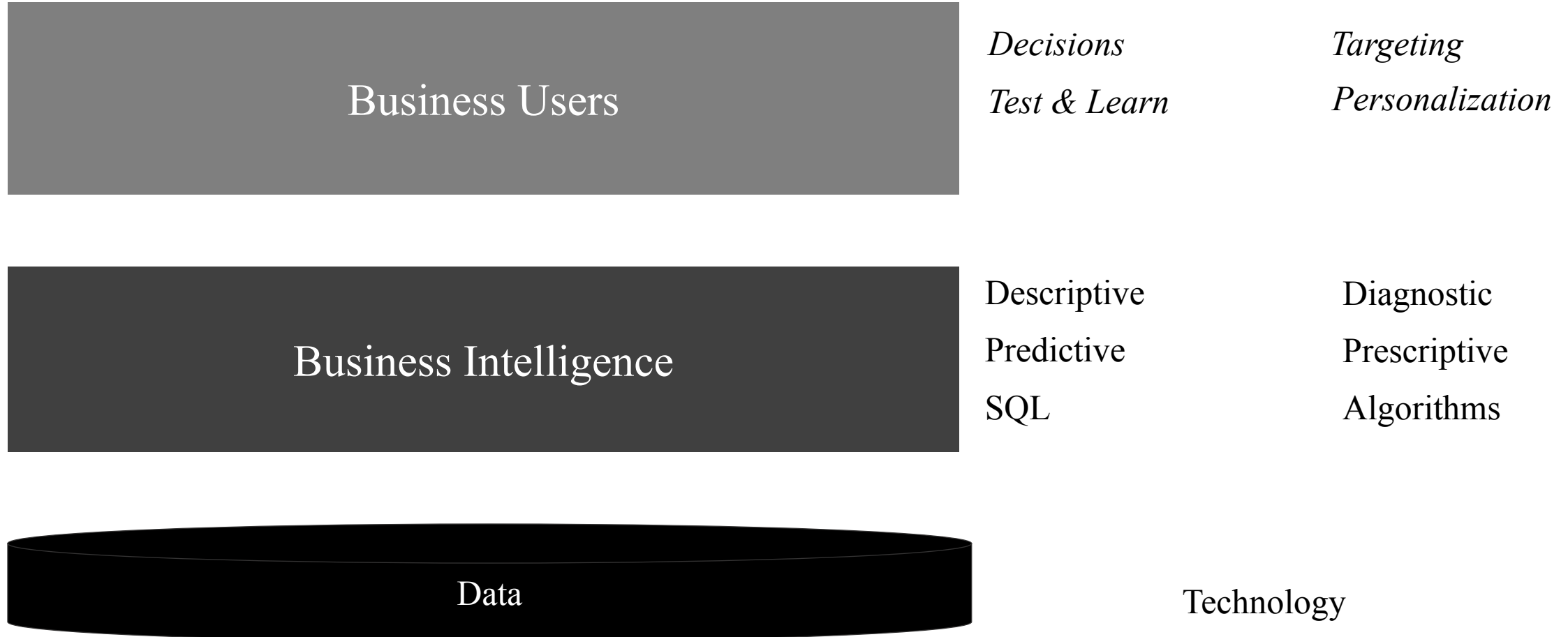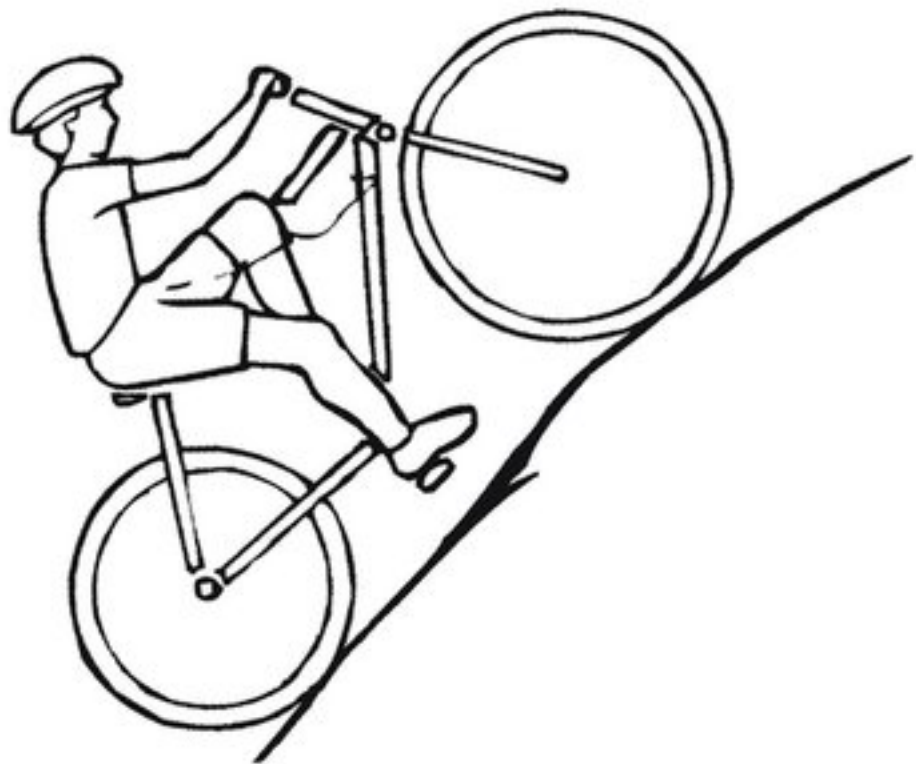**Descriptive** **Diagnostic** **Predictive** **Prescriptive**

Who does analytics?

Data Analyst	Marketer	Financial Planner	Operations Manager	Account Manager	Product Manager

Anyone who can influence a decision needs to be a data analyst

How data enabled the business in 1.0

Business Users

Decisions   *Targeting*

Test & Learn   *Personalization*

Business Intelligence

Descriptive   Diagnostic

Predictive   Prescriptive

SQL   Algorithms

Data

Technology

Our Challenges

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- **Analytics was a bottleneck**

- **Decisions took time**

- **Lots of busy work**

- **Not all decisions were data driven**

- **Low Revenue products not getting attention**

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- **Re-organize the Business**

- **New ways of operation**

- **Increase Efficiency**

- **Eliminate Waste**
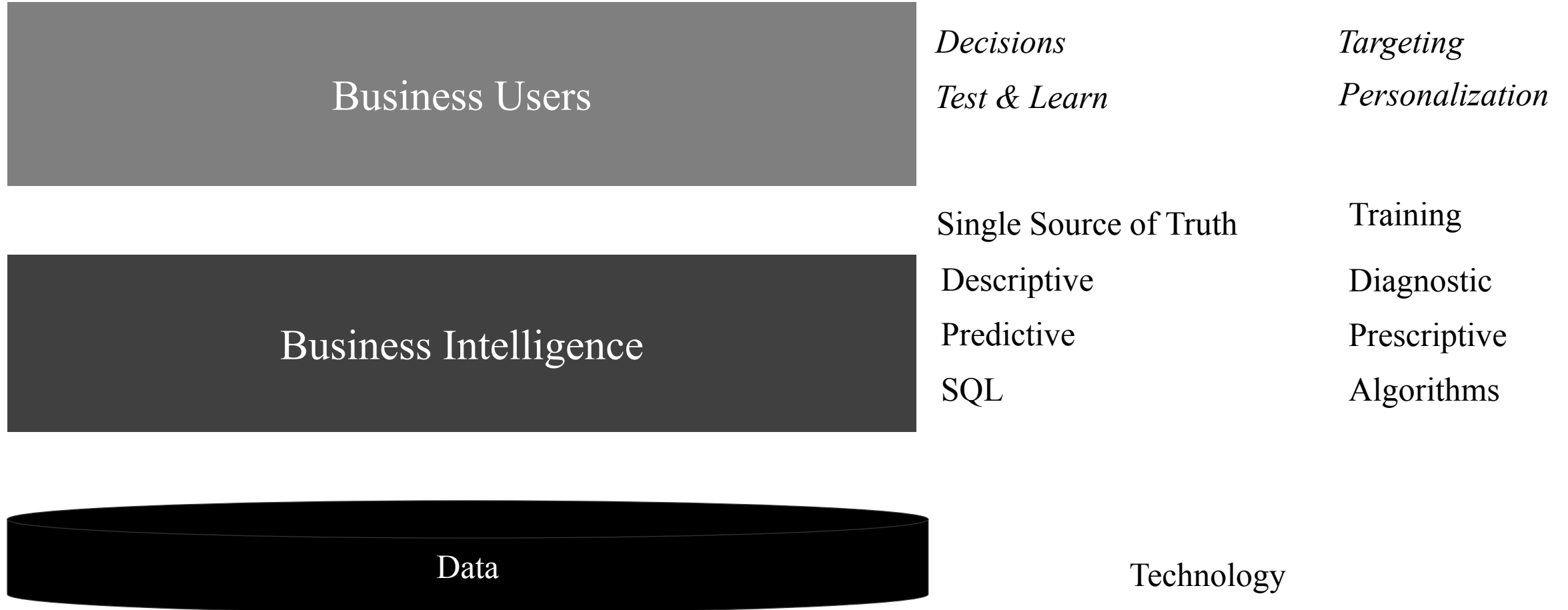
- **Redesign Processes**

Start with a Clean Slate

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Single Source of Truth

Zero Based Redesign

Rebuild with Self Service

HELP YOURSELF

What changed in 2.0

Business Users

Business Intelligence

Data

Decisions   *Targeting*

Test & Learn   *Personalization*

Single Source of Truth   Training

Descriptive   Diagnostic

Predictive   Prescriptive

SQL   Algorithms

Technology

Adoption

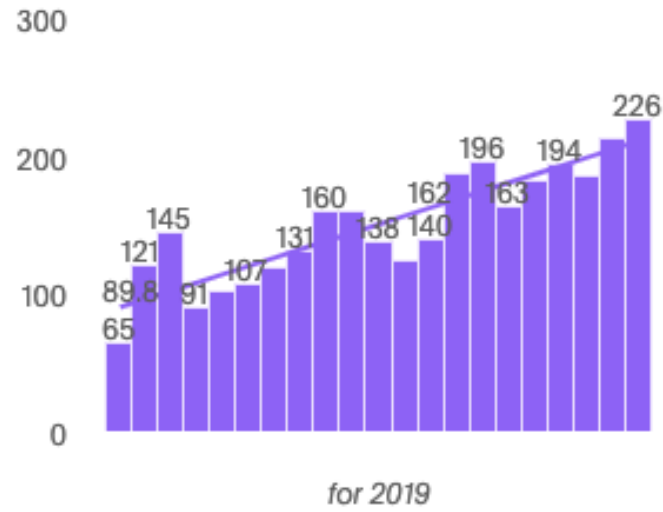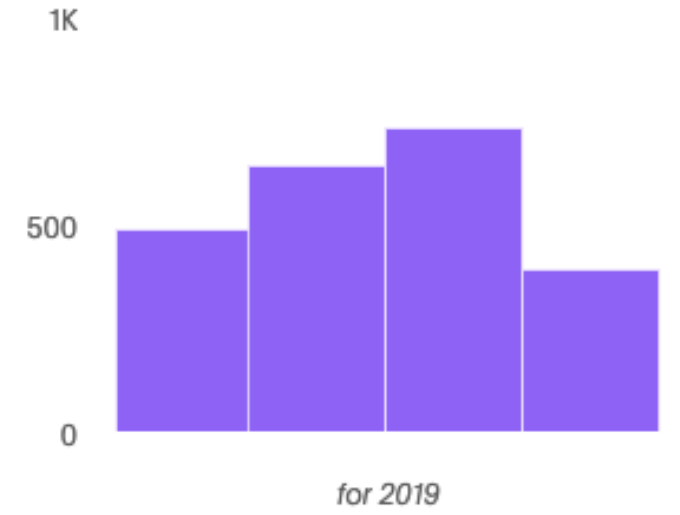| Total Ad-Hoc Searches Since Lau…	Total Pinboard Views since Launch	User Pinboard Created Non-Admin Users	User Saved Answers Non-Admin Users
176K	**30.6K**	**1.14K**	**1.87K**

Adhoc Searches Weekly — for 2019

Unique Users - Ad Hoc S… — for 2019
(values: 65, 89.8, 91, 121, 145, 107, 131, 160, 138, 140, 162, 196, 163, 194, 226)

Monthly Unique Users — for 2019

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Our Learnings

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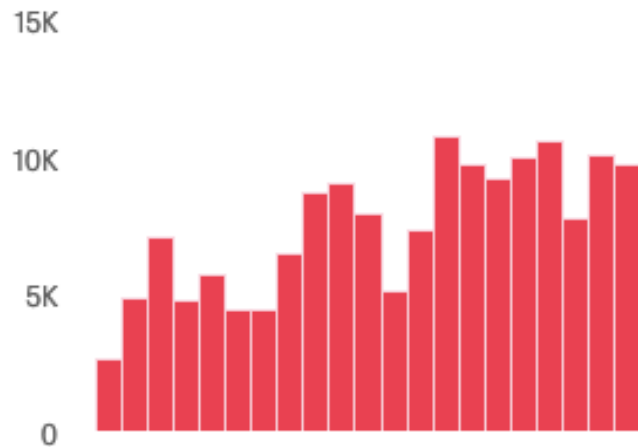
What went well

- **Elimination of 1.0 Reports**

- **Timing the change**

- **Tool Selection**
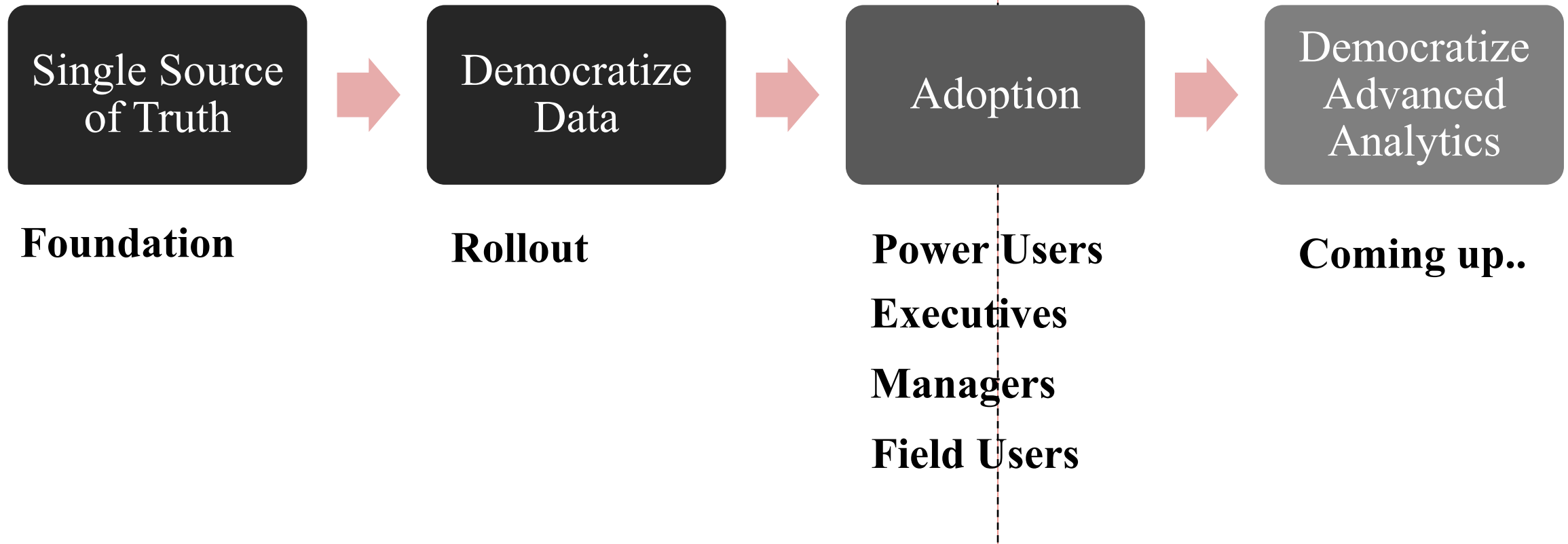
- **Scoping the rollout**

- **Leading Culture Change**

What could have gone better

- **Executive Score Cards**

- **Mobile App rollout for Field**

- **Complex Security Management**

- **Training rollout**

Our Roadmap

We are here

Single Source of Truth → Democratize Data → Adoption → Democratize Advanced Analytics

Foundation

Rollout

Power Users

Executives

Managers

Field Users

Coming up..

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