

# CEVA Logistics Australia Optimizes Digital Freight with Actian's Innovative Data Solutions

Transforming Logistics with Advanced Data Management

*"Actian has enabled us to manage our business over the years, providing core application infrastructure and analytics processing, both of which have allowed us to grow into a leader in logistics."*

– Boney Tomlinson, IT Support Manager Australia and New Zealand

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## Logistics and transportation in the digital age

CEVA Logistics is a leading global provider of logistics and transportation services with a strong focus on freight management. With operations in 170 countries, CEVA recognizes the importance of data in today's ever-changing business landscape. To stay ahead of the competition in one of its regions, CEVA Logistics Australia has partnered to manage its operational data. Today, CEVA Logistics Australia uses Actian technologies to process one million daily database transactions. In addition, the company has more than 350 operators leveraging applications built using Actian's OpenROAD 4GL technology.

By leveraging advanced technologies and analytics tools from Actian, CEVA Logistics Australia can capture, store, and analyze data to extract valuable insights that drive informed decision-making. This capability optimizes operations, enhances supply chain efficiency, and elevates customer service quality. With a dedicated team specializing in data management, CEVA Logistics Australia ensures accurate and timely information for strategic planning and operational execution, enabling continuous innovation and superior solutions for its regional clientele.



## Building a partnership through innovation

CEVA Logistics Australia has been leveraging Actian's innovative data solutions for decades, refining its systems to continuously improve the management of multiple processes for warehouse management, ground transportation, vehicle logistics, and finance. Actian's robust technology helps CEVA Logistics Australia ensure on-time delivery and superior customer satisfaction across diverse transportation modes, including air, ocean, rail, and freight.

Actian's Ingres database provides a reliable and stable backbone for logistics operations in CEVA's Australian market. Using OpenROAD, a visual development environment for developers to design user interface components using drag-and-drop tools, visual editors, and intuitive configurations, CEVA has modernized its operator's application experience while maintaining its Ingres investment. This modernization makes it easier for developers to create intuitive user interfaces without writing extensive code.



## Challenges

**Managing Operations:** CEVA Logistics Australia has over 350 operators leveraging OpenROAD applications for contracts, ground transportation, vehicle logistics, and financials.

**Ensuring Data Accuracy:** With a vast amount of data generated daily from various sources, maintaining data accuracy and integrity poses a significant challenge for CEVA Logistics Australia.

**Adapting to Technological Evolution:** As technology evolves rapidly, Ceva Logistics Australia faces the challenge of staying updated with the latest advancements to remain competitive in the logistics industry.



## Solution

Actian Ingres and OpenROAD



## Benefits

**Enhanced Operational Efficiency:** Actian's speed and performance enabled CEVA Logistics Australia Logistics to optimize its operations, resulting in streamlined processes, reduced costs, and improved resource utilization.

**Data-Driven Decision-Making:** By leveraging advanced analytics tools, CEVA Logistics Australia can extract valuable insights from its data, empowering informed decision-making at every level of the organization, from strategic planning to day-to-day operations.

**Continuous Innovation and Customer Satisfaction:** The partnership between CEVA Logistics Australia and Actian facilitates continuous innovation in logistics management, leading to superior solutions and enhanced customer satisfaction through efficient, reliable, and agile freight management services.

The reliability and stability of the Ingres database were considered the driving force behind CEVA Logistics Australia's decision to use the technology as the backbone of its logistics operations. Using OpenROAD allowed CEVA Logistics Australia to modernize its application interface while maintaining existing business logic. This partnership has allowed Actian and CEVA Logistics Australia to grow together. It has propelled much of the Australian and New Zealand logistics success, driving efficiency, agility, and excellence in digital freight management.

## Building on a Legacy of Trust

CEVA Logistics Australia's commitment to modernization is evident through its strategic partnership with Actian. By leveraging Actian's expertise in application modernization and data solutions, CEVA Logistics Australia can stay ahead of the curve in the dynamic logistics industry. This collaboration has enabled CEVA Logistics Australia to streamline its digital freight operations and enhance its overall efficiency and customer service.

With Actian's advanced technology, CEVA Logistics Australia remains at the forefront of innovation, delivering seamless logistics and transportation services to its clients across the Australian market. The successful integration of Actian's solutions has solidified CEVA Logistics Australia's position as a leader in the industry, providing it with a competitive edge and ensuring continued growth and success.

## About Actian

Actian makes data easy. We deliver cloud, hybrid cloud, and on-premises data solutions that simplify how people connect, manage, and analyze data. We transform business by enabling customers to make confident, data-driven decisions that accelerate their organization's growth. Our data platform integrates seamlessly, performs reliably, and delivers at industry-leading speeds. Learn more about Actian, a division of HCLSoftware: [www.actian.com](http://www.actian.com).

