

SNOWFLAKE HELPS SHIPPEO PROVIDE ESSENTIAL MULTIMODAL LOGISTICS INSIGHTS WITH LIGHTNING-FAST SPEED

LOGISTICS



COMPANY Shippeo

LOCATION France

SNOWFLAKE WORKLOADS USED



Founded in 2014, Shippeo is a global leader in real-time, multimodal transportation visibility. The company provides major shippers and logistics service providers with the insights needed to operate in a more collaborative, automated, and sustainable way. The Shippeo platform helps users track their shipments, identify and resolve potential issues, proactively alert customers, reduce paper use, accurately measure carbon emissions, decrease IT and administrative costs, and improve the efficiency of their workforce. Dashboards and predictive analytics provide users with insights into their transportation operations, so they can do things like reliably measure delivery and carrier performance, assess visibility data quality, calculate carbon emissions, and optimize operational efficiency.

STORY HIGHLIGHTS:

Time to insight almost halved

Using Snowflake, Shippeo can deliver insights to its end users up to 90% faster, improving customer satisfaction and retention.

The perfect environment for data analysts

Shippeo can now separately allocate compute power to provide the proper resources to each of its analysts without causing disruptions.

Simplified cost control

With Snowflake, Shippeo can easily estimate and control its data architecture costs, reducing the risk of unexpected overspend.

CHALLENGE:

Providing complex logistics insights to a growing customer base

Tracking over 32 million shipments a year, Shippeo's all-in-one, multimodal platform for vital, real-time logistics insights contains data from over 200,000 carriers and more than 1,000 transportation management and telematics systems in 110 countries.

"We provide real-time transport visibility to help our customers gain insight into everything that happens once a carrier accepts an order," says Tarik Agayr, Product Director for Data, AI/ ML at Shippeo. "Before, once a carrier accepted an order, there would be an information blackout. But with our platform, users not only have visibility into what's happening every step of the way, they also receive highly accurate predictions of arrival times."

Providing these insights requires a huge amount of data processing power. And customer demand for more complex analytics, alongside Shippeo's rapid business growth, saw the company quickly outgrow its existing data architecture.

"Our entire data warehouse was built on PostgreSQL, which is a relational database," says Agayr. "As we grew, we found ourselves struggling to keep up with data volumes, which subsequently had an impact on end users' experience."

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—TARIK AGAYR,
Product Director for Data, AI, and ML, Shippeo

50% faster

Average dashboard opening time

90% faster

Insight delivery for large data volumes

SOLUTION:

A database solution built with analytics in mind

To meet its client requirements, the company knew it needed a data platform built with analytics at its heart, so the search began for a new solution. Some people within Shippeo knew of Snowflake and saw the potential the platform had to offer.

"We asked our IT partner to run a proof of concept with Snowflake, and compared to PostgreSQL, the results (performance gains) were conclusive," says Agayr. "Since we already knew the limitations of other competitors and we were convinced by their capacity to split the workload per use case, we did not consider running the same POC with other solutions." Within three weeks of the POC, Shippeo had implemented Snowflake as its primary data warehouse, and it now plays an integral part in both internal and customer-facing analytics.

The company now ingests a wealth of data from TMS and ERP systems, telematics providers, shipping lines, web scrapers, GPS and AIS positions, and more systems into Snowflake's platform. That data is then thoroughly cleaned and optimized before it's shared with customers and internal users through multiple customizable dashboards powered by Tableau.

RESULTS:

Insights delivered at the speed of business

With Snowflake, Shippeo can automatically scale its resources to keep up with demand, and the platform's powerful engine has allowed it to optimize query performance.

"With Snowflake, the average time it takes to open dashboards has been reduced by 50%," says Agayr. "And for customers with much larger data volumes, those times have been reduced by up to 90%." These figures represent not just significant performance increases but also a dramatic improvement to the user experience, which in turn enhances customer satisfaction and retention. For Shippeo, this is an important step toward reaching its goal of continued growth and becoming the standout leader in a competitive market.

More productive analysts and better quality data

It's not just Shippeo's customers that benefit, though. One of the biggest things that attracted the company to Snowflake was the platform's ability to dedicate compute power to different tasks, like data loading and internal and external reporting—thus ensuring vital services remain uninterrupted.

Previously, the company's data analysts would have to duplicate resources and create their own sandboxes to work in, which meant they were always working with static data. Now, each user can have

their own dedicated resources within Snowflake, and access the most up-to-date data, without overstepping boundaries or compromising any key features of the platform.

"We needed to simplify our data warehouse management by allocating proper resources for different use cases," says Agayr. "With Snowflake, we've done this seamlessly, enabling simultaneous dashboard usage and data loading." As a result, the company's data analysts are now more productive. They can also seamlessly deploy changes in the data loading pipeline on production without relying on data engineers to manage copies of data warehouses.

Importantly, the company can do all this with greater control over its expenditure. The scalable nature of Snowflake's platform makes usage and the associated costs easy to estimate and monitor. Ultimately, this means there are no unwelcome surprises, and Shippeo can consistently deliver its data products in an easy, efficient, and convenient way.

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FUTURE:

A future of seamless insights and shared data

With Snowflake's Data Cloud, Shippeo has provided its users with the quality, timely insights they need to optimize their logistics operations. Meanwhile, improved internal processes mean the company can continue to drive growth and further establish itself as a leading player in the multimodal transport visibility market.

Going forward, Shippeo plans to take advantage of more Snowflake features to further improve the service it provides. "We want to explore Snowflake's data collaboration features," says Agayr. "We have a great deal of data that can be really valuable for our customers to experiment with in their own ways. So, creating a platform for us to do that could be beneficial for everybody."

For now, though, Shippeo will continue to use Snowflake to provide vital insights into a complicated area of operations. "With Snowflake, our people are more productive, our customers are more satisfied, and we have lots of potential to explore new opportunities and grow our revenue," Agayr says. "It's given us a genuine competitive advantage—and the ability to seamlessly scale to meet growing demands."

ABOUT SNOWFLAKE

Snowflake enables every organization to mobilize their data with Snowflake's Data Cloud. Customers use the Data Cloud to unite siloed data, discover and securely share data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single data experience that spans multiple clouds and geographies. Thousands of customers across many industries, including 573 of the 2022 Forbes Global 2000 (G2K) as of January 31, 2023, use Snowflake Data Cloud to power their businesses.

Learn more at snowflake.com