



Customer Case Study

## DF Young

### BEA Brings DF Young Closer to its Customers

**Solution:**

Customer Service

**Product:**

BEA WebLogic Server® 8.1,  
BEA WebLogic Integration™ 8.1,  
BEA JRockit® 8.1

**Industry:**

Transportation and Logistics

**Business challenge**

DF Young saw an opportunity to differentiate itself by offering real-time, optimized supply chain management services to customers. The solution needed to provide complete aggregated access to logistics services, while maintaining a premium level of customized service.

**Solution**

DF Young built its e-Logistics online customer self-service application on BEA WebLogic Server, giving customers unprecedented global visibility into their supply chain processes, inventory location, status, schedules and documentation. DF Young is also developing customer data exchange through ebXML leveraging BEA WebLogic Integration.

**Results**

Customers make over 5000 inquiries daily, and use DFY e-Logistics to manage hundreds of millions of dollars worth of freight. The solution provides 24 x 7 accessibility and has achieved 100 percent customer satisfaction.

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**Customer brief**

With more than a century of experience and success providing transportation and logistics solutions to international businesses, DF Young services Fortune 500 and small businesses alike. DF Young's personalized services are proven to meet today's challenging logistics needs. The company has five dedicated business units that offer integrated logistics services to the automotive, commercial, humanitarian, foreign military sales, and petrochemical fields.

### Business process challenge

The current trend among logistics service providers is to offer standard supply chain management solutions across all customers and industries. Customers often must access multiple systems to get a complete view of their supply chain data or simply do not have access to the data at all. There is little or no customization based on each customer's industry or business specific objectives and requirements.

While this approach has been more of the standard within the industry, DF Young understands that the value of intelligent supply chain information extends far beyond the process of moving goods. Manufacturing plans, inventory management, pricing and countless other business functions can be optimized when decision makers have access to comprehensive, up-to-the-second supply chain information. DF Young saw an opportunity to capture the segment of the logistics market that demands a more comprehensive level of service. Its goal became to move closer to the business of its customers, not further away like many other providers. In order to take advantage of this strategic opportunity to differentiate itself in the marketplace, DF Young wanted to provide real time transaction processing and global visibility, rich supply chain information, customized processes and reporting that are relevant to each customer, exception management, document management, and booking and pricing capabilities; and consolidate access to all of this functionality in one convenient location.

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*John Luludis, Vice President of Information Systems, DF Young*

"Our philosophy is very simple: put the customer first," said John Luludis, vice president of information systems, at DF Young. "We want to help our customers succeed by giving them a competitive edge that no other logistics provider can match. We want to provide more and timelier information than any other logistics company, and we want to do so in the most convenient manner possible."

### Solution

In order to turn its vision into reality, DF Young had to upgrade its information technology (IT) infrastructure with strategic differentiation and innovation in mind. The level of customization, integration and flexibility that DF Young envisioned required an industrial-strength platform designed from the ground up for business critical computing.

DF Young considered a number of platforms before selecting BEA. DF Young selected BEA WebLogic Server 8.1 based on a number of factors, including its ability to drive business innovation, which enables DF Young to develop differentiated application functionality for customers. The openness and flexibility of the BEA platform gives DF Young the freedom to adopt technologies that could give the company additional competitive edge. DF Young was also impressed with the scalability and reliability of BEA's platform, and the rapid time to value made possible by the platform.

The solution that DF Young built on its new infrastructure, DFY e-Logistics ([www.dfy.com](http://www.dfy.com)) has enabled DF Young to distinguish itself in a highly competitive market by allowing its customers, who are mostly large manufacturers, to view their supply chain in extraordinary detail (e.g., SKUs and detailed attributes of merchandise

in transit), see the precise physical location of inventory, and understand how varying conditions, events and other external factors may impact delivery schedules.

“Our BEA-powered solution is a generation ahead of the standard supply chain applications that most of our competitors provide,” said Luludis. “BEA’s platform is a strategic enabler of our vision. It allows us to provide rich and timely supply chain information to our customers via the Web, or from within their own logistics applications, if that’s what they prefer. BEA allows us to implement change quickly so we can stay aligned with customer requirements. The platform can grow with our business, providing us with continuity and stability in the years ahead.”

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Luludis added, “We’re able to customize the solution based on each customer’s industry and their company specific requirements. BEA’s tremendous flexibility facilitates a depth of integration with our customers, business partners and government agencies that allows us to process and publish a more complete set of information than many customers have experienced in the past.”

Additionally, DF Young is leveraging BEA WebLogic Integration 8.1 for customer data exchange using technology standards including ebXML, RosettaNet, and CIDX. The use of these standard protocols will allow DF Young to simplify and accelerate integration, and eliminate much of the custom integration work that is usually required. This will allow DF Young to pass even more value along to customers.

In addition to offering customers real time processing and global visibility into their supply chains, and global inventory tracking, DFY e-Logistics provides a number of other important features. These include:

**KPI reporting and exception management:** This enables real-time quality and performance snapshots, as well as detailed exception reports. The reports cover the entire supply chain and include partner performance monitoring, and measurement of key performance indicators (KPI) for all participants in a supply chain. As a result, customers are able to create efficient trade lanes, minimize cycle times and optimize quality.

**Document management:** This allows the rapid distribution of all documentation, ensuring the timely flow of documents throughout the supply chain. Documentation can be referenced, distributed, printed or researched on demand. The flow and accessibility of documents are synchronized with the movement of inventory.

**Booking:** Customers can launch the shipping process from any device with Internet access, from anywhere in the world, at any time.

**Rate request:** Customers are able to request rate quotes via the Internet. DFY e-Logistics generates rate quotes based on shipment mode (i.e., air, rail, sea, truck, or some combination), origin and destination, timing, duties and taxes, and negotiated contract rates that may apply.

DFY e-Logistics is deployed on a Dell PowerEdge server, which is powered by Intel® Xeon™ processors. The operating system is Microsoft Windows 2003. The primary database is Oracle 9i. DF Young is utilizing BEA JRockit™ as its Java virtual machine (JVM).

BEA JRockit is optimized for Intel environments, enabling e-Logistics to run with increased reliability and performance without having to be deployed on expensive RISC-based hardware.

### Results

“DFY e-Logistics is a key enabler of our core business objective,” said Luludis. “It enables us to deliver the premium level of service that DF Young stands behind. Feedback from customers has us at 100% customer satisfaction. DFY e-Logistics is allowing us to establish a clear value added leadership role for our customers and enables us to become more integral to their operations. As a result, we are seeing customers involve us more deeply in their overall business objectives and utilize us more strategically. BEA is the foundation for the entire e-Logistics offering.”

DFY e-Logistics handles over 5,000 transactions daily, and helps customers manage their supply chain worth hundreds of millions of dollars while they are in transit, at warehouses, awaiting pickup at ports, or at any other point in the supply chain. Application performance and reliability have met or exceeded DF Young's requirements, with most transactions completed in less than 6 seconds, and application availability exceeding 99.99 percent.

In addition to helping DF Young earn new customers and strengthen relationships with existing customers, DFY e-Logistics is helping to reduce overhead and improve data accuracy. Tasks that formerly involved phones, faxes and e-mail have been automated. This cuts costs substantially, eliminates the need to re-process data, reduces opportunities for data discrepancies, and allows DF Young to focus more resources on business innovation.

“Innovation is essential,” said Luludis. “We’re always striving to add value in new ways. That’s an area where BEA really helps. BEA’s end-to-end platform makes it easier for us to develop, extend, integrate and change our solutions. The platform is an enabler of success, not an inhibitor, like so many technologies have been in the past. We’re continually searching for new opportunities to connect customers to our services, and I don’t think there’s a platform on the market that could help us do that as effectively as BEA WebLogic.”

### About BEA

BEA Systems, Inc. (NASDAQ: BEAS) is a world leader in enterprise infrastructure software, providing standards-based platforms to accelerate the secure flow of information and services. BEA product lines—WebLogic®, Tuxedo®, JRockit®, and the new AquaLogic™ family of Service Infrastructure—help customers reduce IT complexity and successfully deploy Service-Oriented Architectures to improve business agility and efficiency. For more information please visit [bea.com](http://bea.com).

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