

# Visio Customer Solution Case Study



Logistics firm uses data visualization tool to differentiate its service, win business solution

## Overview

**Company:** Hedgehog Logistics Solutions

**Company website:**

[www.hedgehoglogistics.com.au](http://www.hedgehoglogistics.com.au)

**Company size:** 50 employees

**Country or region:** Australia

**Industry:** Transportation and logistics

**Partner:** e-Agility

**Partner website:** [www.e-agility.com.au](http://www.e-agility.com.au)

## Company profile

Hedgehog Logistics Solutions is an Australian national distribution company based in Laverton, Victoria. It partners with transport providers to offer cost-saving customized distribution processes.

## Software and services

- Microsoft Office
  - Microsoft Visio Professional 2013
- Microsoft Office 365
  - Microsoft SharePoint Online
  - Power BI for Office 365
- Microsoft Azure
- Technologies
  - Visio Services

“We face competition from large providers. Visio 2013 and Microsoft Office 365 help us compete successfully because we can match their services at less cost.”

Richard Sparreboom, Chief Executive Officer, Hedgehog Logistics Solutions

Hedgehog Logistics Solutions works with local partners to provide transport solutions across Australia. It sought a process diagramming tool to track deliveries and chose Microsoft Visio 2013. Now Hedgehog Logistics Solutions and its partners can co-author transport process diagrams to better serve customers who track their deliveries by viewing dynamic diagrams with near real-time information. By using Visio 2013 for data visualization, the company improved its competitive advantage and enhanced relationships with customers and partners.



## Situation

Hedgehog Logistics Solutions is an asset-light transport and logistics business with a domestic focus. It is partly owned by a global logistics company. "Instead of spending money on physical equipment, such as trucks and warehouses, we compete with larger companies by creating close business relationships with local transportation partners to manage transport tasks for customers," says Richard Sparreboom, Chief Executive Officer at Hedgehog Logistics Solutions.

Hedgehog Logistics Solutions minimizes on-premises IT costs through its cloud-based business computing platform, Transport-Agility. It builds on Microsoft Office 365 and Microsoft Azure, online services that unite Microsoft Office applications with the power of business process automation, email, calendaring, collaboration, and communication solutions and Microsoft Azure, a Windows-based environment for running applications in Microsoft data centers. Hedgehog Logistics Solutions applications and processes interoperate and exchange data with its partners' warehouses and trucking and logistic systems, or completely replace them.

For Transport-Agility to be successful, the company required a powerful data visualization tool that works in a cloud computing environment. It needed to document internal business processes based on Business Process Model and Notation (BPMN) 2.0, and it wanted a collaborative environment for creating those diagrams, co-authoring with partners when necessary. And, for customers to track deliveries, Transport-Agility needed dynamic, data-connected diagrams that could be shared through a browser and be accessed with a variety of mobile devices.

"Transport-Agility is integral to our success," says Sparreboom. "We operate in a data-intensive, process-driven business and dynamic, data-connected diagrams can deliver key functionality that sets us apart. We needed the right information visualization tool to add value to our business platform and differentiate us from competitors with near real-time data visibility."

## Solution

Hedgehog Logistics Solutions engaged e-Agility, a member of the Microsoft Partner Network, to build the Transport-Agility platform. e-Agility recommended using Microsoft Visio 2013 to document the company's business processes and to create a dynamic, data-linked diagramming platform for customers to track deliveries. "Microsoft Visio 2013 is a great fit for Hedgehog Logistics Solutions because it works with Office 365," says Ed Richard, Director at e-Agility. "Visio Services works with Microsoft SharePoint Online, a component of Office 365, so Hedgehog Logistics Solutions can share its diagrams with any partner or customer with access to the Internet."

By using Visio Services, Hedgehog Logistics Solutions can publish process diagrams to SharePoint Online and share them with partners and customers via any web browser running on a computer, tablet, or mobile phone.

Hedgehog Logistics Solutions liked the new BPMN 2.0 template in Visio 2013 and the new effects and themes that it can apply to create professional diagrams with a few clicks.

"We use the co-authoring and commenting capabilities in Visio 2013 to expedite diagram creation. We share the diagrams with partners who don't have the Visio

client by using Visio Services,” says Sparreboom. “We connect comments to specific shapes, and all changes are synced when the diagram is saved, no matter if the user makes edits from the browser through Visio servers, or directly from the client. Visio 2013 enables visual authoring of SharePoint workflows in the Visio client and works with SharePoint Designer. That means we can easily visualize SharePoint workflows and overlay relevant tracking data—in real time.”

In addition, Hedgehog Logistics Solutions is excited about the business intelligence delivered through Power BI for Office 365. Staff make extensive use of Microsoft Excel Online and executives use Excel workbooks that are published in the company’s SharePoint sites. Developers and business analysts use Power BI on the web, with automatic refresh and guest link capabilities to provide external facing dashboards for customers, differentiating Hedgehog Logistics Solutions from its competitors and improving service.

Hedgehog Logistics Solutions can connect shapes in its Visio 2013 diagrams to data from partners’ freight management and logistic systems. The shapes also connect to GPS data stored in the SQL Database service, and to other data stored in SharePoint lists. As the data changes, the diagrams automatically update. Customers connect to these dynamic diagrams from an extranet site or mobile application to track deliveries. The solution also provides updates around delivery timeframes based on real-time GPS positioning transmitted from a Windows Mobile Phone via Microsoft Azure.

By 2015, Transport-Agility will have more than 50 Visio 2013 business process diagrams published to SharePoint Online. “Partners collaborate on customized

transport processes for customers by using Transport-Agility,” says Sparreboom. “Customers access Transport-Agility on their own customized extranet sites to book and track consignments.”

## Benefits

By including Visio 2013 as a critical component for Transport-Agility, Hedgehog Logistics Solutions gained a diagramming tool that supports its strategic business goals and adds value to its services. The company expects the following benefits:

### **Enables a competitive advantage**

Using Visio 2013 as the data visualization tool in Transport-Agility, Hedgehog Logistics Solutions saves money on IT infrastructure and increases its competitive advantage. Because Visio 2013 has an XML-based file format, interoperates with SharePoint Online, and links to external data sources such as SQL Database, Transport-Agility can reach its full potential as a cloud-based business platform. “We face competition from large providers,” says Sparreboom. “Visio 2013 and Microsoft Office 365 help us compete successfully because we can match their services at less cost.”

### **Optimizes the value of business data**

Employees can use Visio 2013 to maximize the value of information and improve operations. The company expects to:

- Create full visibility of processes from booking to billing, improving the “delivered in full, on-time” rate of the business up to 98 percent.
- Visualize freight information, reducing response times to customer queries by 75 percent.
- Visualize financial information, assessing the profitability of all transactions by mode, lane, and leg, and taking steps to maximize revenue.

## For more information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers in the United States and Canada who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to:  
[www.microsoft.com](http://www.microsoft.com)

For more information about Hedgehog Logistics Solutions products and services, visit the website at:  
[www.hedgehoglogistics.com.au](http://www.hedgehoglogistics.com.au)

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[www.e-agility.com.au](http://www.e-agility.com.au)

## Improves partner and customer relationships

It is easier for Hedgehog Logistics Solutions to work with the partners that are necessary to deliver agile, cost-effective customer service, thanks to the collaboration and commenting features in Visio 2013.

“We use Visio 2013 to gain the benefits of online collaboration,” says Sparreboom. “And because Visio 2013 works with SharePoint Designer, we expect to cut development time by one-third when creating SharePoint workflows. This time saving will have a tremendous impact on building all the service networks that we depend on.”

Instead of using the phone or writing email, customers can access a Visio diagram with near real-time information on the status of their deliveries. “All customers have to do is click on the diagram to link to more detailed freight information,” concludes Sparreboom. “When we show them this feature, they are thrilled.”

## Visio

The new Visio makes it easier than ever to create and share professional, versatile diagrams that simplify complex information. It includes updated shapes, templates, and styles, as well as enhanced support for teams, including the ability for several people to work on a single diagram at the same time.

For more information go to:  
[visio.microsoft.com](http://visio.microsoft.com)