



## Going the Distance to Transform Shipping

### Fast-Growing Logistics Firm Ensenda Thrives by Streamlining Data Exchange with Trading Partners

“Whatever our next customer requires, we’ll be able to accommodate it with Informatica.”

— Vianna Quock, Director of Product Management, Ensenda

#### FAST FACTS

#### BUSINESS INITIATIVES

- Build a flexible and scalable technology platform to drive business growth
- Streamline the process for onboarding new customers and carriers
- Ensure continuous support for customers’ changing data exchange requirements

#### TECHNOLOGY STRATEGY

Implement the Informatica Platform to automate and accelerate B2B data integrations with customers and delivery partners, adapt rapidly to customers’ changing data exchange needs, and support ongoing business growth

#### ‘Last Mile’ Logistics Services

In the shipping business, the last mile can be some of the hardest ground to cover. But that is exactly where Ensenda, the San Francisco-based logistics and software as a service (SaaS) company, leads the way. Through its network of local delivery firms across North America, and its powerful Web-based communications platform, Ensenda provides businesses in every industry with a flexible, scalable, and cost-effective delivery solution. Ensenda counts among its customers some of the largest retailers, manufacturers, and wholesalers in North America.

It’s easy to ship goods through Ensenda. The company can accept orders using virtually any B2B data exchange protocol and file format, so shippers don’t need to adjust their back-end logistics systems. Until recently, however, establishing this electronic connection posed technical challenges for Ensenda. To pull in customer order information and transform it into a format that worked with Ensenda’s core logistics system, engineers needed to custom code the specific parser routines, which checks for correct syntax and builds a data structure. Hand coding was a cumbersome process that could potentially lead to delays in bringing new customers on board.

## BENEFITS

- Reduced typical customer data exchange and transformation development time from a couple months to a few days
- Accelerated onboarding of customers and delivery companies
- Improved ability to scale data integration to match business growth
- Gained better IT resource flexibility

## NUTS AND BOLTS

- Solution: B2B data exchange
- Products: Informatica B2B Data Exchange™ with EDI Library and MFT Option, Informatica PowerCenter® Real Time Edition™, Informatica PowerCenter High Availability Option™, and Informatica PowerExchange®
- Sources: B2B data exchange systems across multiple customers and partners
- Target: Core business logistics system

What's more, whenever electronic data formats changed—for example, when customers added new delivery types—Ensenda's engineers had to modify the code and release what amounted to a new version of the software. "Prior to working with Informatica, it would take us a couple of months to work out the details and complete the development of the parser," says Vianna Quock, director of product management. "We very much had to custom code the parser to extract data from the customer's files. Then we had to do a lot of testing before putting it into production."

Ensenda faced similar B2B data exchange challenges on the other side of its business—its network of carriers and delivery companies. This diverse group of businesses spans large trucking companies with sophisticated data exchange systems to small operators that rely on spreadsheets and paper forms. Here too, Ensenda's ability to accept a variety of data exchange formats and protocols appealed to carriers, but it also placed a heavy burden on the company's developers. "We had to go through the same process," Quock says. "We needed to integrate with them so they can receive our order requests and send us delivery status updates. But it was all custom development for the most part."

Looking ahead, Ensenda saw that these labor- and time-intensive processes could become a barrier to the continued rapid growth of its business, which requires fast, reliable customer onboarding as well as the ability to handle new demands from customers as they grow. "As our customers expand their businesses, the data coming in will become more complex and require more advanced integrations over time," Quock explains.

## Business-Driven Data Exchange

Last year, Ensenda found a better way to manage its complex and evolving data exchange and transformation needs. It implemented a business-driven data exchange solution from Informatica that streamlines the way it builds and manages B2B data interfaces with customers and partners. The Informatica® Platform's universal data transformation capability enables Ensenda to exchange and transform data in any format and from any source. And with the platform's code-less, point-and-click development environment, Ensenda avoids building rigid, custom coded data parsers that tie up engineering resources and create costly delays.

As a result, Ensenda has gained tremendous integration flexibility. Today, the company can quickly bring customers and partners onboard regardless of the data exchange protocols or data structures they use or the IT infrastructure they've deployed. "Informatica helps us manage our B2B data flows incredibly easily," says Quock, "Now we can accommodate whatever method our customers and partners want to use to communicate or exchange data with us."

## Solid Returns for the Business

### Faster customer and partner onboarding

Today, software development is no longer a potential bottleneck when Ensenda brings on new customers and shipping partners. According to Quock, "Ensenda's goal is to minimize the time needed to onboard a customer or a carrier, and Informatica greatly reduced the development effort needed to do this. It made the whole process a lot faster."

### Enhanced business continuity

Before Ensenda moved to the Informatica Platform, changes to a customer's existing data format and structure could potentially hold up orders while engineers raced to re-code and re-release the parsing software. Today, Ensenda can re-map data sources and targets so quickly that delays in order processing are eliminated. (And if the format change turns out to be irrelevant, the parser continues to work.)

### Better positioned for growth

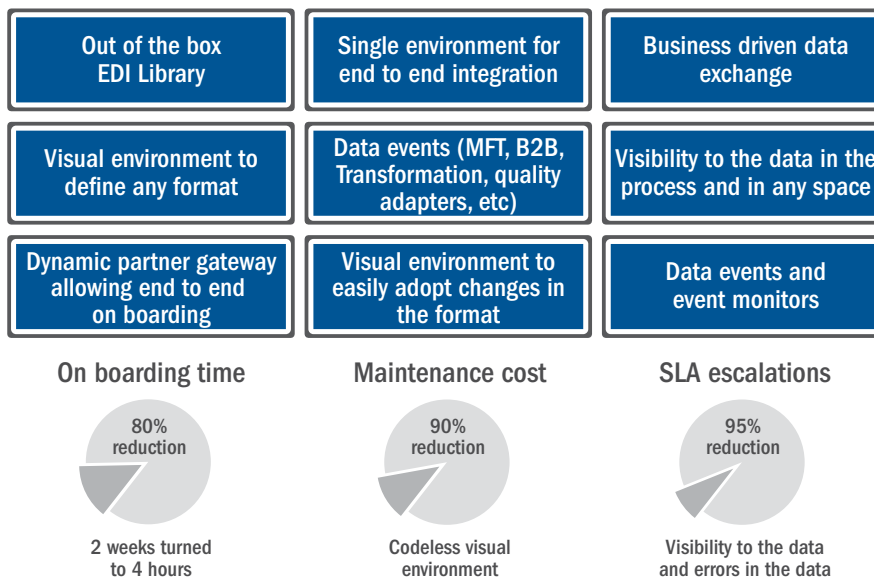
With much of the technical burden of onboarding new customers removed, the company can focus more resources on improving its core business process outsourcing services and driving expansion of the business. Quock says, "Whatever our next customer requires, most likely we'll be able to accommodate it with Informatica."

### Greater business flexibility

With Informatica technology, Ensenda found that it could quickly add new capabilities to its service platform, including the new AS2 data-exchange standard that large businesses increasingly favor. It also gives Ensenda staffing flexibility because it can tap a broader range of professionals to work in Informatica's codeless design environment, including non-engineers. Ensenda plans to create a team of Informatica-savvy analysts who can work directly with business managers to address their needs.

### Streamlined data exchange projects

By helping Ensenda avoid complex, hand-coded software integrations, Informatica significantly accelerated B2B data exchange projects. Today, development projects that used to take a couple of months to finish now take only days. "We are no longer custom developing code to parse files anymore," Quock says. "Actual development is very simple now."



## Learn More

Learn more about the Informatica Platform. Visit us at [www.informatica.com](http://www.informatica.com) or call +1 650-385-5000 (1-800-653-3871 in the U.S.).

## About Informatica

Informatica Corporation (NASDAQ: INFA) is the world's number one independent provider of data integration software. Organizations around the world gain a competitive advantage in today's global information economy with timely, relevant and trustworthy data for their top business imperatives. More than 4,000 enterprises worldwide rely on Informatica to access, integrate and trust their information assets held in the traditional enterprise, off premise and in the Cloud.



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