



# On the Move:

Veraction Helps Customers  
Reduce Transportation Spend

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Ravindra Akella  
EVP Technology  
Veraction



Goals	Solution	Results
Support transportation business growth and provide elasticity for transporting goods during peak delivery windows	Informatica B2B Data Exchange streamlines EDI, supporting transportation business expansion	Increases capacity for transportation business growth without adding IT headcount
Onboard shipping customers and goods transporters rapidly	Optimizes the process of bringing new customers and carriers onboard	Reduces customer and carrier onboarding time from months to days
Enhance shipping experience for customers and carriers through self-service capabilities	Provides a self-service portal for customers and carriers, making it easier to track transportation spend	Enhances customer's ability to track transportation spend with a self-service portal that helps Veraction to retain business

## Business Requirements:

- Deliver a scalable solution to translate 1.2 million EDI messages per month
- Accept EDI messages up to 2GB in size, and in a variety of data formats and protocols
- Meet 24-hour SLA for carrier partners to ingest their messages

### About Veraction

Founded in 1994, Veraction is a complete transportation spend management solution delivering insights that maximize omni-channel, multi-modal savings for global freight audit and payment.

For large manufacturing companies, transporting goods from suppliers to factories to warehouses to retailers involves many unknowns and hidden costs that can multiply. To optimize transportation spend and gather intelligence that can reduce overall costs by millions of dollars a year, many companies outsource their global freight audit and payment to Veraction, a leader in transportation spend management solutions. In a typical year, \$5.4 billion in transportation volume from 280 million shipments flows through Veraction's systems.

Electronic data interchange (EDI) is the heart of Veraction's business, taking in shipment data and pumping out invoice payments to carriers. The volume is high—1.2 million EDI messages per month, representing 90 percent of Veraction's business, in addition to non-EDI transactions. The company must translate messages in a variety of data formats for thousands of client-carrier combinations to give its customers a wide range of transportation options. And because some large carriers only process their customer invoices via weekly batch processes, Veraction needs to accept multi-invoice messages as large as 2GB, and ingest them within 24 hours.

A decades old EDI-solution—which Veraction considers the “heart” of its business—was beating hard and due for a transplant. As its business grew rapidly, Veraction needed to process transactions faster to keep pace with cyclical spikes in demand, especially during peak times of the year, such as the holiday shopping season. To enhance customer service, it wanted to give its 489 clients and 227 carriers a self-service portal for submitting and checking on orders and invoices. To achieve this business transformation, Veraction needed a scalable and elastic data integration platform.

## Building a better data exchange

Veraction decided to replace its legacy platform with Informatica B2B Data Exchange, a comprehensive management and monitoring environment for aggregating, exchanging, and sharing data. The Managed File Transfer Option manages the movement of large amounts of data, enabling end-to-end transferring, tracking, and reporting for secure, reliable, and auditable file exchange.

“We wanted a single solution to handle all of our B2B data communications,” says Ravindra Akella, Executive Vice President Technology, Veraction. “Informatica B2B Data Exchange provided a single management and monitoring point for multiple protocols and file types, as well as the ability to handle both EDI and non-EDI transactions.”

To achieve faster time to value, Veraction used Informatica Accelerators for EDI to begin receiving and sending EDI messages quickly with prebuilt transformations. It also engaged A.B Link Consulting, an Informatica partner, for assistance with migrating its existing data transformation maps to Informatica Advanced Data Transformation so it could extract and utilize data from over 15 message types.





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"A.B Link accelerated our migration to Informatica B2B Data Exchange by helping us convert the 70-plus data transformation maps that are essential for us to support 4,000 customized client/carrier combinations," says Akella. "By automating 80 percent of the conversion process, they saved us months of time."

The combination of prebuilt accelerators and flexible data transformation maps allows Veraction to concentrate on EDI data elements that are often ignored, helping it give customers a more detailed and granular view of their transportation spend.

"The ability to provide deep analytics into transportation spend is a huge competitive differentiator for us, and Informatica B2B Data Exchange helps us leverage all the data elements that exist within standard EDI messages," says Akella.

### Ready to grow

With a single hub for B2B data transformation and exchange that can scale to support large and high-volume data transactions, Veraction can sustain its growth while keeping service levels high. Previously, Veraction's IT staff worked overtime during the holidays to cope with the high volumes and manually resolve issues if needed. With integrated error handling, this is no longer necessary, helping Veraction keep headcount flat while giving IT a better work/life balance.

"Informatica B2B Data Exchange gives us a platform that is both scalable and elastic, meeting the cyclical needs of our business," says Akella. "We're able to easily meet our 24-hour SLA for carriers to ingest their EDI messages, even during peak holiday load. Previously, that required a lot of sleepless nights."

### Giving stakeholders more "stake"

Informatica B2B Data Exchange includes an out-of-the-box self-service partner portal for collaboration, improving service to clients and carriers and reducing the workload for Veraction IT. Through self-service enablement, Veraction is reducing support tickets while improving customer satisfaction. Customers and partners have full visibility and can see when an invoice or order was uploaded, how it was audited, and if, how, and when it was delivered or paid.

"Informatica B2B Data Exchange gives us a single portal for stakeholders to go and see the current state of events," says Akella. "That makes us easier to do business with, because the entire platform is transparent and self-service. Our customers and carrier partners love it."





### Inside The Solution:

- Informatica B2B Data Exchange
- Informatica Advanced Data Transformation

### Expanding revenue opportunities

Because Veraction provides services on a gain share basis, business benefits are shared, and its customers' successes are its own. By processing EDI transactions faster, Veraction improves process efficiency, widening the window of opportunity to increase revenue. The company can also onboard clients and carriers much faster to realize revenue more quickly.

"With Informatica B2B Data Exchange, we feel much more comfortable and confident that we can continue to add customers and carrier partners without worrying about whether our EDI platform can handle it," says Akella. "For us, Informatica has enabled a business transformation, and that is evident in the renewals we are getting from our very happy customers."



Informatica 2100 Seaport Blvd., Redwood City, CA 94063, USA Phone: 650.385.5000, USA Toll-free: 1.800.653.3871  
[www.informatica.com](http://www.informatica.com) | [Facebook](#) | [Twitter](#) | [LinkedIn](#)

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