



# Industry Spotlight

## Distribution/Logistics

### Challenge

A worldwide distribution and logistics company enabled its customers to track inventory and parcels at the click of a mouse and now needed to extend that information to the click of a mobile device. This company was tasked with enabling consumers to track the pipeline through mobile or voice-enabled devices as well as interactive kiosks at key locations. Additionally, the company was interested in mobile functionality that supported today's devices along with those that would continue to proliferate as the mobile landscape evolved. Finally, the logistics company wanted to improve its customer relations by delivering proactive alerts direct to consumers when changes in delivery time schedules occurred.

### Solution

The distribution company wanted its mobile applications to render to all the devices that had already penetrated the market as well as those that would continue to proliferate. For example, the company did not want to re-write its mobile applications when it decided to roll out an interactive kiosk system in airports, delivery centers and business centers. The AnyDevice GoAnywhere Platform allowed the company to focus on its core business challenge of extending its critical business applications and content to empower the consumer leaving the mobile and voice expertise to AnyDevice's intuitive platform. The AnyDevice platform interacts with any data source and renders to any mobile or voice device through its intelligent renderers.

### Result

The distribution and logistics company extended its content and services to mobile and voice-enabled devices. Additionally, by removing the hurdles of data sources and devices the company will extend its mobile applications to an interactive kiosk system. The company also has increased its level of customer satisfaction by delivering proactive alerts to consumers when changes in delivery time schedules occur or when parcels are waiting for them at their businesses or homes.



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