

CASE STUDY



How DB Schenker uses GeoPostcodes to validate postal data 300X faster



“I can forget about postal data errors, because I know GeoPostcodes is working great. And I can use my time to solve other problems. Having all of this information at our disposal is really important.... It’s a fundamental tool to have.”

WILLIAM CHAO

Product Owner of Geographic Information Services, DB Schenker

DB Schenker is a global logistics provider and leader in supply chain management solutions.

HIGHLIGHTS

Challenges

- Finding and validating global postal code data
- Working with different formats and systems across the globe
- Wasting time on manual data searches
- Integrating postal code data with existing systems

Solution

- A comprehensive, up-to-date global postal code database
- Postal boundary data for visualizations
- Data toolkit for ERP integration
- Fast, responsive customer service

Results

- 300x faster postal code retrieval
- Better customer experience and fewer input errors
- More time to spend on other important digital mapping activities

Challenges

Finding and validating postal codes: a fundamental piece of data

For a global leader in logistics and supply chain management like DB Schenker, having accurate geolocation data is critical.

As Geographic Information Services product owner William Chao puts it:

“Logistics and shipping is all about knowing where things are located in the world and figuring out how to efficiently and effectively move them around,” he explains. “That’s really the core of our business.”

His team works hard to make sure this happens smoothly. To do that, they rely on a foundational piece of data: postal codes.

“Postal codes are very important for communicating where things are, especially in Europe,” he explains. “When we want to locate where things are in the world, we use postal codes. It’s very important to have accurate information.”

Manually finding and validating postal codes is easier said than done. Larger cities can have hundreds of different postal codes. Some countries, like Sweden, update their postal codes on a yearly basis. Others, such as China, can have as many as ten layers of address administration systems. To further complicate matters, city and region names may differ across languages and use different alphabets or special characters.

William estimates that validating each postal code individually can take anywhere from 2 to 5 minutes—a huge time sink for a global logistics behemoth like DB Schenker that works with thousands

of postcodes daily, and for their customers, too. Manually searching for postal codes can increase the risk of human error, which can lead to shipping delays and delivery problems down the line as well.

Fortunately, William doesn't have to worry about any of this.

Because thanks to GeoPostcodes, William, his team, and his customers have access to easy-to-read, accurate, and up-to-date worldwide postal data.

“The data from GeoPostcodes is fundamental for us,” William says. “It’s really convenient for us to have it, and makes it easier to do our jobs.”

“When we want to locate where things are in the world, we use postal codes. It’s very important to have accurate information.”

Solution

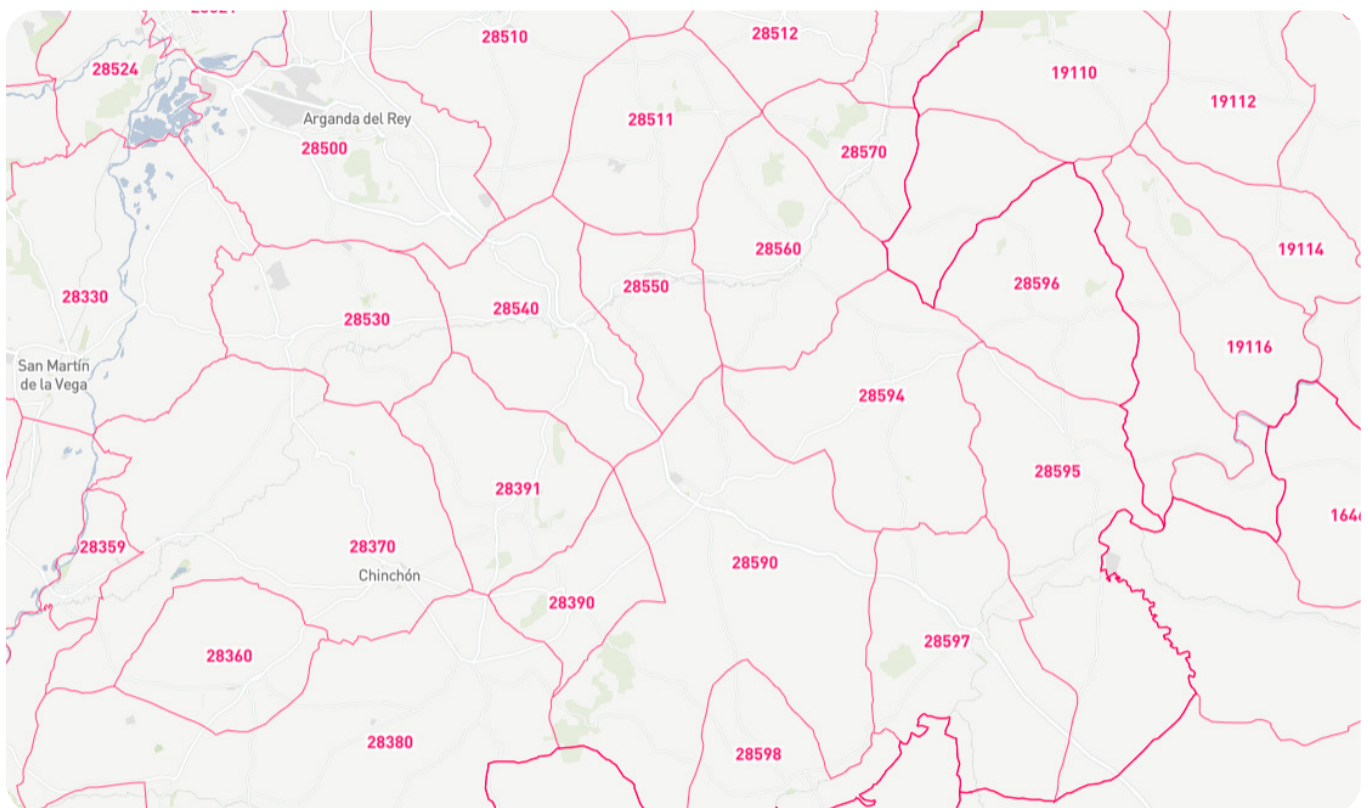
The most comprehensive postal database in the world

DB Schenker uses GeoPostcodes databases to save time, reduce the risk of delivery errors, and make shipping easier and more convenient for their customers.

“The GeoPostcodes data offers two big advantages for us,” William says. “We save a lot of time, and we can validate whether the postal code we have exists. It allows us to validate the data quality.”

DB Schenker uses GeoPostcodes’ International [Postal Database](#) to translate postal codes into latitude/longitude data, validate postal codes, and check additional geolocation information like city, country, etc.

With GeoPostcodes’ [Boundaries Database](#), William and his team can visualize postal code boundaries on a map and see where those postal codes exist in relation to others. DB Schenker uses this data to create maps and visual data representations for their customers.



“It works much better for customers than putting things in a table,” William says. “And in order to visually display things it’s important to have this postal code boundary data so you can draw on a map.”

The postal code and boundaries data is integrated with DB Schenker's ERP system, speeding post code validation even further—and extends these capabilities to the entire company.

GeoPostcodes proactively monitors the quality of their data so that DB Schenker doesn't have to—they can rest easy knowing their data is clean, correct, and up-to-date.

“We know that data can change over time,” William says. “It’s good to know that our partner is keeping an eye on these changes and will always provide us with very updated information to work with.”

On top of that, GeoPostcodes' fast, expert customer service offers William and his team personalized support whenever they need it.

“The GeoPostcodes team has been very responsive and cooperative,” he says. “If we have any issues, they have been really quick to address them and work to fix them, often within the same day.”

“We know that data can change over time. It’s good to know that our partner is keeping an eye on these changes and will always provide us with very updated information to work with.”

Results

300x faster postal code retrieval

With GeoPostcodes, locating accurate postal codes takes less than a second—that's up to 300x times faster than doing it manually.

William and his team can use that time to focus on more valuable strategic work instead.

“Digital mapping is a huge topic,” he says. “There’s many things that we have to work on. Having this fundamental piece of the puzzle streamlined like this is really beneficial for us.”

Having this information available also improves the experience for DB Schenker’s customers, saving them time and lowering the risk of data errors which can cause inconvenient and potentially costly delays.

“It increases the data quality of the user’s input,” William adds.

But most importantly, GeoPostcodes just works:

“I can forget about postal code errors, because I know GeoPostcodes is working great,” William says. “And I can use my time to solve other problems. Having all of this information at our disposal is really important. It saves us a lot of time. It increases the data quality of everything we do. It’s a fundamental tool to have.”

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need, at your fingertips.**

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