



# Schenker

**SCHENKER LOGISTICS  
WEB SITE**

TORONTO, CANADA T: 416.943.0001 WWW.POINTALLIANCE.COM

## POINT ALLIANCE

### COMPANY INFORMATION:

Schenker of Canada is part of a worldwide company, with 1,100 locations in over 100 countries, with 50,000 employees worldwide and approximately 1,000 employees in Canada.

Schenker has been providing integrated transportation solutions for over 130 years. Their vision is to Deliver Customer Orders Perfectly.

They deliver on this vision through a broad set of offerings. They deliver point-to-point transport by land, sea, and air. They help manage your supply chain needs through warehousing solutions and customs brokerage services.

### THE BUSINESS ISSUE

Schenker of Canada (Schenker) wanted to give their web site a fresh new look and feel to be consistent with their re-branding effort and to implement a content management system that would facilitate ongoing updates to the site.

The new solution would need to be able to support their new design and site re-organization as well as integrate with other backend systems.

A key success factor of the project would be to ensure that the site could be maintained by the marketing & communications department and that IT would not be required to be involved on an ongoing basis.

### THE SOLUTION

Point Alliance worked closely with the Schenker of Canada team to implement their new web site design using Point Alliance's web content management product, Launch Pad for Web (LP4W). By using LP4W, Point Alliance was able to deliver the solution on time and on budget.

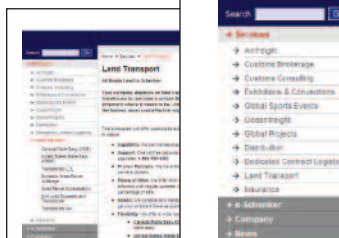
Once the approved design was implemented into Launch Pad for Web, the training of Schenker staff required less than 2 hours. The Schenker team was then able to migrate all of the required data into the new site for the launch.

### THE OUTCOME

www.schenker.ca is the new Schenker of Canada web site. The web site reflects Schenker's new branding and is easy and intuitive for customers and prospective customers to navigate.

Users are quickly able to locate service offerings, shipment tracking, as well as reviewing Schenker's corporate information.

This is the first step in Schenker's plan to extend an increasing amount of self-service reporting to their customers through their website. The next phase of the project will include a secure personalized customer portal.



“Using the Launch Pad for Web (LP4W) product and professional services from Point Alliance, we were able to migrate to our new Web Site quickly and painlessly. LP4W provides us with the ease of use and flexibility that we were in search of for the ongoing maintenance and publishing of Web Site and Corporate Intranet content.

We are looking forward to leveraging LP4W for our next customer portal project.”

**MORRIS DI STEFANO**

Director, Information Technology

**SCHENKER LOGISTICS**

