eleks®

CASE STUDY

OPTIMISING THE DIGITAL ECOSYSTEM OF A LOGISTICS ENTERPRISE

aramex

"We are pleased with our partnership with ELEKS. For the past two years, ELEKS team has been playing a key role in transforming and upgrading our IT services to be in line with international best practices. They have proven to be a very responsive and proactive partner, and we consider them an extension of our internal team."

- Omar Mohammad, Process Management Director at Aramex





aramex
delivery unlimited

Background

Aramex is the disruptive leader in the global logistics and transportation industry headquartered in Dubai. With about 18,000 employees in 69 countries, Aramex has made 60 million deliveries just in 2016. The company follows the “asset-light” business model and is highly committed to innovation in their strategy. Aramex recognises technology and innovation as their key differentiators and growth enablers.



Objectives

Continually investing in bespoke digital solutions, Aramex found it challenging to staff their fast-paced projects locally. Moreover, the innovative and user-centric nature of these projects required vast expertise in data science, UX design, business analysis and R&D.

So, in late 2015, Aramex decided to look for a technology partner from Eastern Europe to support the entire delivery process. They needed a technology peer who could proactively contribute to design and ideation, rather than provide development services under close supervision.

The client chose ELEKS for the best cost/value balance, extensive expertise in Mobile UX, Data Science and R&D, as well as for its innovation culture.

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Solution

The range of services provided by ELEKS covers full-cycle product development and includes Business Analysis, UX Design, Architecture, Data Science, Development, Quality Assurance and Implementation.

Thanks to the ELEKS’ ability to adjust the delivery volume quickly, the Aramex team at ELEKS has grown from 10 to 50 people just in the first 3 months of cooperation.



FEATURED PRODUCTS DELIVERED BY ELEKS

aramex.com

ELEKS experts revamped the user experience and helped significantly boost the performance of the Aramex website. The site received Sitefinity’s Site of Quarter Q1 2017 Award.
aramex.com

Aramex Internal Systems

Since 2016, ELEKS has delivered a number of projects, including powerful tools for integrated logistics, international and domestic express delivery and freight forwarding. ELEKS also works on data-intensive solutions powered by predictive analytics to facilitate delivery capacity planning, improve profitability forecasts and minimise risks. These applications allow Aramex to automate and optimise the entire company’s operational ecosystem.

Reach Mobile

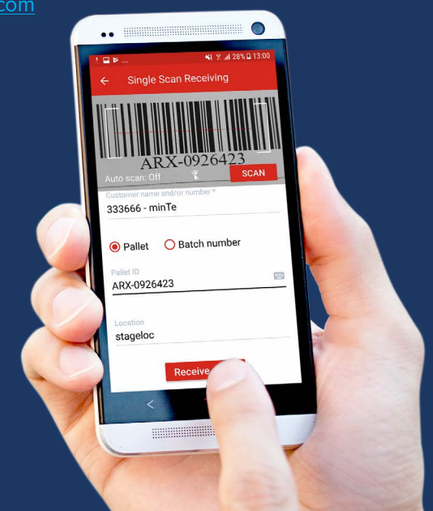
The mobile app, created by ELEKS from scratch, allows the Aramex sales force to become more agile and brings their daily planning to an entirely new level of efficiency.
App Store | Play Market

Aramex Mobile

The new mobile application allows Aramex customers to manage the entire delivery experience using their mobile phones.
App Store | Play Market

Shop & Ship

ELEKS is supporting one of the key growth drivers of the Aramex, its Shop & Ship (S&S) solution, from a technology standpoint. The company also helped Aramex design and implement the brand-new subscription plan for its clients.
shopandship.com

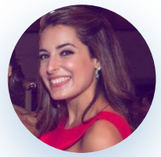


How we did it

To get the whole pipeline of the projects off the ground and set up the development process, ELEKS' teams of Business Analysts, UX Designers and Solution Architects conducted several researches and user interviews during 4 onsite discoveries at Aramex office in Amman. During this stage, the team applied design thinking techniques to analyse the business need and come up with a best-fit solution.

Aramex highly appreciated that ELEKS acted as a technology consultant, contributing ideas and challenging requirements – rather than following the regular outsourcing model. This approach perfectly aligns with the innovative and fast-paced way of doing business at Aramex.

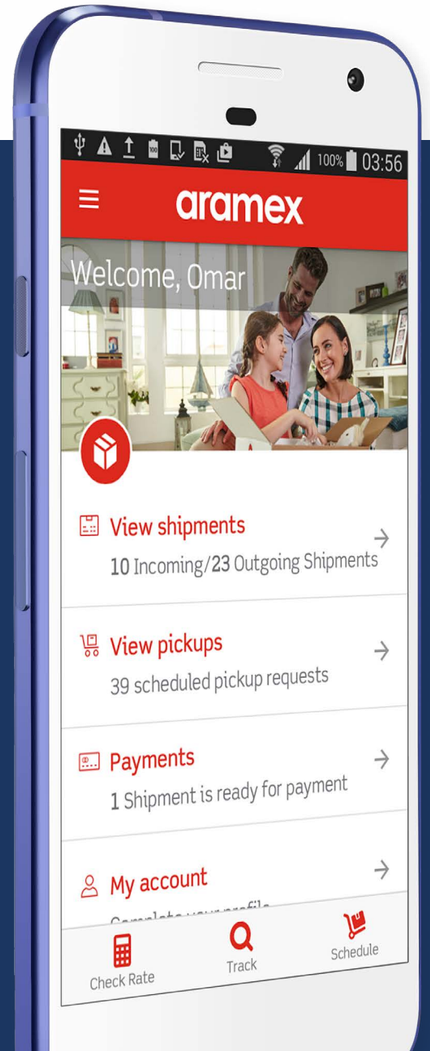




"As a project manager, I am extremely satisfied with the UX Designer's work. The ELEKS expert performed the role of a UX designer and a business analyst, challenging our requirements and coming up with solutions to problems faced during the delivery of the app. The impact that the UX Designer had on the app was through the robust and user-friendly UX design as well as through continuous supervision of the delivery."

- Shaden Mar'i, Corporate Information Systems Manager at Aramex





Increased usage and improved user retention for the Aramex Mobile app: the number of monthly active users grew by 100%, while the amount of the monthly sign-ins for registered users increased by 230%.



"ELEKS team played a key role in providing a new fresh, intuitive, creative, consistent and professional experience to Aramex mobile apps and portals (internal and external). Their work has made a significant difference to our business. We've seen increased conversion rates, as well as increased employee efficiency."

- Wesam Qaqish, IT Director at Aramex

RESULTS

- ELEKS managed to kick off the backlog of 17 projects in just 9 months.
- The brand new aramex.com website was launched with a revamped user experience and improved performance. As a result, Aramex noticed a steady increase in mobile traffic to their website.
- Up to 100x less time required from Aramex salespeople to create a sales quote. Improved reporting on revenue changes with the new tools supporting B2B sales operations.
- 5x cost cut with the internal apps for warehouse operations, using Android devices instead of expensive scanners.
- Quick staffing of IT projects and scalable delivery capacities: team scaled to 50 experts in just first 3 months since the cooperation start in early 2016.
- Enhanced brand recognition with a fresh and consistent user experience provided for all consumer touchpoints.



ABOUT ELEKS

ELEKS helps clients transform their businesses digitally by providing expert software engineering and consultancy services.

We deliver high tech innovations to Fortune 500 companies, big enterprises and technology challengers, improving the ways they work and boosting the value they create for the modern world.

Our 1,100+ professionals located in the Delivery Centers across Eastern Europe and sales offices in Europe, the US and Japan, provide our clients with a full range of software services. These include dedicated teams, Data Science, QA, UX/UI, R&D, IoT, product development and technology consulting.

For more information, visit www.eleks.com