



Parsionate



New Markets – New Data

Parsionate & Hapag-Lloyd
Secure Ongoing Sales Following
NileDutch Acquisition

Disruption Is the Rule – Not the Exception

When you're one of the world's largest shipping companies, data is a pretty indispensable part of everyday life. Data means security, control and, for example with customer data, huge economic potential. In the case of company acquisitions and mergers, you need to be able to address your new customer base from day one to leverage that economic potential. But before you can do that, you need this customer data to be accessible and integrated into the company's own system. No small feat.

The Company

Headquartered in Hamburg, Hapag-Lloyd AG is one of the world's leading shipping companies for container transport. The company operates a fleet of 253 container freighters capable of transporting a total of 11.9 million standard containers. Founded in 1970 through the merger of two well-established shipping companies, today Hapag-Lloyd employs around 14,500 people

across 137 countries. In fact, mergers and acquisitions have played a key role in the company's story, securing its place as one of today's global top five in container freight. Famous examples include with Chilean shipping company CSAV, the United Arab Shipping Company (UASC) or, in 2021, with NileDutch.



Business Case

Recent years have seen a mass wave of consolidation across the shipping industry, a process Hapag-Lloyd was determined to push, advancing its market position with several corporate acquisitions. The NileDutch acquisition opens up access to West African ports and boosts the company's overall presence in the strategically important African growth market.

But for any company acquisition to quickly deliver added value and grow to its full potential, business has to get started right away. To ensure Hapag-Lloyd's sales team could quickly offer its own portfolio to NileDutch's customers, Parsionate supported the integration of NileDutch's master data into the Hapag-Lloyd infrastructure.

„With any acquisition, time is of the essence: we need the data to be usable immediately after the official merger to ensure the sales teams can make a start on the new customer potential,” explains André Wilke, Senior Director / SVP – Global Head of Revenue Management.“



André Wilke, Senior Director / SVP – Global Head of Revenue Management



Data Leadership: Part of Hapag-Lloyd's DNA

“In our business, disruption isn't the exception, but the rule,” emphasizes Dr. Ralf Huesmann, Managing Director IT at Hapag-Lloyd. The more reliable the data on geolocation and container details, for example, the better for tackling any obstacles. As such, the company's data strategy is an ongoing process, with new technologies used as a matter of course to extract even more value from their data.

Hapag-Lloyd commissioned Parsionate to evaluate the quality of their master data, an area where the company suspected there could be room for optimization. But the results came as something of a surprise: “The data quality was actually very high – far higher than the team's gut feeling had suggested. We just needed to add a few, targeted recommendations,” recalls Sören Weber, Senior Consultant at Parsionate.

Not long after, however, Hapag-Lloyd acquired NileDutch, which meant thousands of new customer records for sales. Great news for the company, but a definite challenge in terms of integrating the new master data as both companies were sworn to secrecy during the due diligence phase. As such, the sales team only gained access to NileDutch's actual systems on the official day of the takeover and could only then start properly integrating the data.

Hapag-Lloyd decided to bring Parsionate back on board: Sören Weber was tasked with prepping the data integration so that it would work at the touch of a button on the day of the merger. This way, the sales team were able to approach their new customers early on to avoid losing any of their new customer base.



Creative Solutions on a Tight Schedule

OLIVER HACH, PARSIONATE

„For us, this was a classic examination project. Our goal wasn't just overcoming the challenge of integrating the data, but also exploring if and how we could leverage yet further potential. There was no room for mistakes. After all, the project laid the foundation in terms of data for realizing the new sales potential.“



Oliver Hach, Director Sales at Parsionate

The tight schedule added additional pressure. “We have a fixed playbook for M&A,” explains Dr. Ralf Huesmann. “There simply isn't any space for any major delays.” Integrating the NileDutch data also proved challenging in terms of content, because the master data for customers in the African market didn't always correspond to European type or format structures. One example here was the details included with addresses, as not every address from the NileDutch pool supplied a house number or zip code. **“This limited how we usually work with address formats and required extra creativity from the entire team in order to create matching data records,”** adds Sören Weber.

But this collaboration had one special advantage: Parsionate's Hamburg location is just a few minutes' walk from Hapag-Lloyd's headquarters. Happily, this meant the project team could easily meet on site without any fuss, combining rapid virtual exchanges with productive in-person collaboration grounded in trust. “The fact that Parsionate were happy to come to us at key project moments and walked us through the go-live really relieved the pressure,” points out Niklas Heimbokel, Director IT Digital Talents at Hapag-Lloyd.



Next Steps: Moving Forward in a Real Partnership

In any examination project, Parsionate's goal goes beyond providing real-world solutions: it strives to transfer that knowledge to the company and empower the team to take on similar challenges independently in future. This was exactly the case with the master data integration at Hapag-Lloyd. Niklas Heimbokel: "Throughout our partnership, the constant transfer of expertise was worth its weight in gold for us."

The big day ultimately went off without a hitch and marked an important milestone for Hapag-Lloyd. But of course, the next data projects are already in the pipeline, including in business intelligence and master data management. Moving forward, the company will continue its partnership with companies like Parsionate: **"We expect our partners to equip us with new and**

valuable information, not just to check off tasks. We actively want to hear their opinions, even if it's not what we thought we wanted to hear. For us, this is about working together in a real partnership," underscores Dr. Ralf Huesmann.

For Sören Weber, customers with requirements like Hapag-Lloyd's provide a welcome challenge. "Hapag-Lloyd have complex needs and they always spur us on with sporting spirit to deliver a top performance." Companies that are continuously successful systematically invest in their transformation. That's why long-term collaboration is the usual rule of thumb. "The end of one project is just the start of the next, hopefully also with Hapag-Lloyd."





Parsionate

Enough reading. Let's talk!

Data is the foundation for many business initiatives. Take the opportunity to talk to experts about your specific challenges. Due to our long-term experience from numerous customer projects, we are able to assess even individual situations well and identify first steps towards a solution.

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About Parsionate

Data is at the core of any digital transformation. Since 2013, Parsionate has been supporting companies determined to face the challenges involved head-on and leverage data's limitless potential. We bring our expertise to go all out, delivering the benefits and successes we generate for our customers and partners. And that's why Parsionate offers end-to-end services, from strategy development to full tech implementation.

We are the data leadership team. With our holistic focus on data and the opportunities it creates, we take on a longer-term, more comprehensive responsibility than traditional consultants or implementers. Our vision is to help our clients harness the unique potential of data and analytics and empower them to use it more smartly and efficiently than the competition. Across our parsionate locations in Europe, we have more than 230 experts hard at work on just that for international market leaders like Hapag-Lloyd, the Hoffmann Group, Festo, Stihl or DEKRA.

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