



Cappgemini takes logistics solution provider to next level

The global logistics provider worked with Cappgemini to successfully implement a serverless and cloud-native customer portal by leveraging a user-centric approach and agile methodology

A vision for the digital era

HOYER, an independent family-owned company since 1946, is one of the leading liquid bulk logistics service providers worldwide. As a specialist HOYER possesses comprehensive know-how in the supply of holistic services, and a special proximity to customers. Comprehensive solutions are developed and implemented in European and worldwide bulk logistics, especially for the chemicals, foodstuffs, gas and mineral oil sectors. Employees and representative offices at locations on five continents support customers to be even more successful with well thought-out logistics solutions in their respective markets. HOYER has at its disposal trucks, road tankers, IBCs, tank containers and numerous logistics installations with depots, cleaning sites and workshops.

Client Name: HOYER GmbH Internationale Fachspedition

Region: Headquarter Germany, Europe

Industry: Global liquid bulk logistics

Client Challenges: HOYER wanted to amplify its business model to a more customer-centric approach and embark on a cloud journey to improve efficiency.

Solution: Working collaboratively, HOYER and Cappgemini created a holistic customer platform and main digital touchpoint run on smaller, maintainable services from Microsoft Azure.

Benefits: HOYER gains competitive edge with customer portal for digital logistics and customer self-services

- The cloud-based platform is integrated into connected systems and easy to maintain and scale
- Continuously shaping the product to market needs leads to a deeper client intimacy and new ways of collaboration

As a company built on tradition and a reputation for high-quality service, HOYER continues to develop its portfolio of intelligent logistics solutions. The global logistics provider places the customer at the core of its business model. HOYER therefore wanted to introduce innovative digital touchpoints to further strengthen customer outreach.

Through this digital-first approach, HOYER could further improve efficiency and customer communication. By transforming its application landscape into cloud-based services, HOYER further intended to achieve more flexibility and future scalability to support its ambitions for even higher customer satisfaction. Therefore, the organization decided to embark on a cloud journey with Capgemini as an expert partner who offered support through agile methodologies.

Microsoft Azure lays foundation for customer-first strategy

HOYER and Capgemini implemented a serverless and cloud-native customer portal run on Microsoft Azure. This served as a Minimum Marketable Product (MMP) to prove the hyperscaler was the way to go in the future before moving forward. In addition, the team conducted several remote design sprints as well as an accompanying discovery phase with a special focus on the requirements for a seamless customer journey (UX/UI). The partners also built and integrated the platform into several surrounding systems, thereby creating the environment for a real end-to-end solution.

Applying agile methodologies and other modern collaboration models helped HOYER and Capgemini stay flexible.

Co-creation unlocks new possibilities

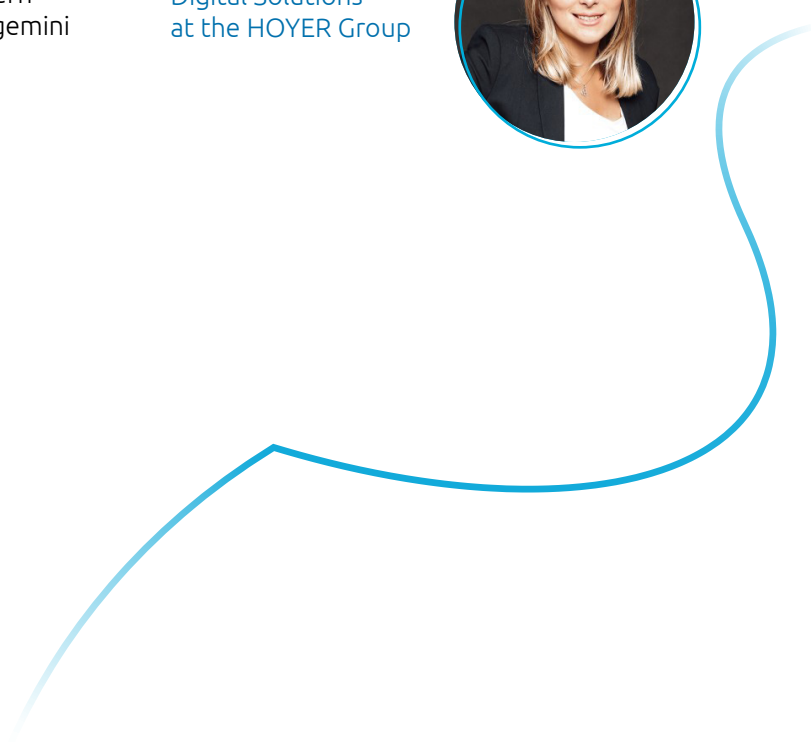
The development of the cloud platform signifies the shift from a ideate-create-validate to a build-measure-learn style of working. The agile implementation resulted in a useable, integrated, and easily maintainable product and shows that HOYER plays an active part in the logistic industry's digital transformation.

Working as one team, HOYER and Capgemini will continue to pursue several topics that arose from the customer portal product ideation, creation and development. The partners' close creative collaboration will fuel further innovation as they set new benchmarks for the customer experience in the logistics industry.



Throughout our collaboration with Capgemini, we focused on delivering the best possible value to our customers through digital innovation. The result is a user-friendly platform based on Microsoft Azure that can expand and grow with us as we pursue our ambitions in smart logistics services."

Charlotte Fischer
Senior Manager
Digital Solutions
at the HOYER Group



About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

Get the future you want | www.capgemini.com

