

Strategic Innovation

DHL create added value solutions with Global Trade Services

Situation

DHL is the global market leader in international express, overland transport and air freight and the world's number one in ocean freight and contract logistics. The DHL Network comprises over 285,000 employees in around 6,500 offices and over 450 hubs, warehouses & terminals. DHL has over 420 aircraft and 76,200 vehicles making more than 1.5 billion shipments per year.

A key challenge in the highly competitive international logistics market is for companies to provide added value services which make it easier for businesses to trade globally in a more complex, regulated and fast developing environment. This is where DHL is developing new services such as Global Trade Services (GTS). GTS comprises Trade Automation Services (www.dhl.com/tas), Trade Facilitation, Trade Finance and other services under development.

Objectives

DHL asked the H-I Network to use their tailored programme to learn from the H-I experience of strategic innovation and venturing. The objective was to bring an external perspective, common language and approach to the DHL Global Trade Services (GTS) team responsible for developing and integrating a portfolio of new business ventures adjacent to core transportation and logistics.

Approach

H-I Network conducted a 5 P's Innovation process which involved;

- Conducting an objectives meeting with the director responsible for global trade services
- Interviewing key team members across the GTS functions and location. The GTS team is located in UK, Germany, USA and Asia
- A preparation meeting with key team members, which identified the models and cases from other leading organisations which provided insights relevant to the DHL GTS business context and objectives
- The H-I Network supported a team meeting in Singapore which created the DHL GTS 5 Ps of Innovation (Purpose, Process, People, Partner and Performance).

Results

The H-I Network programme provided a comprehensive list of issues, tasks and owners to address the challenges in the coming months to deliver the new business targets.

'Very relevant and beneficial' - 'Good in shaping key focus areas' - 'Very good working sessions'
GTS Team

The 5 P's workshop facilitated by H-I Network in Singapore was instrumental in shaping our venturing process.'

Andrew Betts, Director, DHL Global Trade Services

We wish success to the DHL Global Trade Services ventures.



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