J.B. HUNT

Driving transportation forward

Qlik Data Integration accelerates access to real-time data

Challenge

J.B. Hunt is one of the largest transportation and logistics companies in North America, operating throughout the U.S., Canada, and Mexico. To increase efficiency and customer responsiveness, the company needed real-time insights into its operations and assets, without impacting production systems. It implemented a Microsoft Azure Databricks data lake but needed to accelerate the flow of analytics-ready data into the lake.

Solution

The company leveraged Qlik Data Integration to deliver near real-time data from a variety of sources, including legacy mainframe systems and SQL server, directly into the Delta Lake, and automated data modeling and transformation for Azure Synapse data warehouse. This has allowed the team to provide analytics-ready data quickly to multiple user groups without deploying an army of data engineers.

Results

The solution has enabled greater access to real-time data for multiple users, with application engineers experiencing latency reduced to just minutes. This has also enabled data scientists to power machine learning models to auto-generate competitive counterbids on available freight and offer dynamic shipment pricing based on carrier availability and current market conditions.

Solution Overview

Customer Name
J.B. Hunt

Industry
Transportation & Logistics

Geography
USA, Canada & Mexico

Function
IT, Sales

Business Value Driver
Reimagined Processes

Primary Source & Target
Primary Source: Legacy mainframe systems and SQL server

Target: Azure Databricks Analytics Platform (ADLS Gen2 storage) and Azure Synapse

"With Qlik feeding the Azure Databricks data lake we are seeing more real-time data with up-to-the-minute performance information."

Joe Spinelle, Director of Engineering and Technology, J.B. Hunt

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