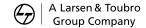# Enabling Dynamic Pricing with Hybrid Cloud for **French Global Shipping Major**

Client

The client is a French container transportation and shipping company, based in Marseille. The leading worldwide shipping group uses 257 shipping routes between 420 ports in 160 countries across five continents. Key offerings comprise maritime, inland, and logistics solutions.

Challenges

Being a global shipping major, the client wanted to drive consistent growth to stay ahead of the competition. However, they were facing challenges of revenue loss and pricing strategy that resulted in—

▶ Decreased profitability due to static pricing techniques in assessing current market scenarios and historical data.

▶ Loss of revenue accounting to the unrevised booking and delivery dates resulting in liability of liquid damages to vendors.

▶ Inefficient utilization of historical data to analyze and gain insights to drive cost optimization and revenue growth.

LTI Solution

LTI formed a team with experts and came up with a modernized solution. We created ML models to analyze historical data that would provide updated insights for accurate decision-making. LTI performed the following tasks to implement the solution:

▶ Developed Data Lake on AWS Cloud and integrated on-premises data with cloud to enable data discovery, analytics, AI-driven insights, and dynamic pricing prediction.

▶ Implemented DevOps for established practices to deploy software into the target environment at every release.

▶ **Smart lift-and-shift migration** of data, performed, from existing legacy systems to next-gen cloud storage on AWS S3 to leverage native **cloud capabilities and latest** features such as Step Functions, Glue jobs, EMR, Athena, and Sage ML for utilizing compute only when needed.

▶ Deployed CI/CD pipeline to target environments using extensive automation by leveraging cloud watch for achieving cost optimization.

▶ Seamless end user access and reporting built on a **dynamic pricing model base** factoring in historical pricing and events such as season and **comparative demand to dynamically calculate cost**.

Business Benefits

The modernization and ML models delivered substantial benefits to the client, including:

Accelerated replication of **~100+** TB volume of data to AWS S3 over six months.

Enhanced reporting using improved 10+ apps and business application analytics.

~30% reduction in cost with faster time-to-insights.

Cost optimization and reduced build life cycle.