Ghibli Group, a Comprehensive Logistics Service Provider on the Path to Digital Transformation

Ghibli Group has been a key player in the Hungarian logistics sector for nearly three decades, providing complex solutions to support its clients' business operations.

Their services encompass a wide range of logistics solutions, including domestic and international road freight, sea, rail, and air transportation, as well as modern warehouse logistics and comprehensive customs administration.

The company is committed to quality, safety, and customer-centric solutions, as evidenced by numerous industry recognitions and certifications.

Headquartered in Budapest, Ghibli operates several facilities across the country, ensuring efficient operations with state-of-the-art infrastructure.

INTRODUCTION
CLIENT OBJECTIVES

Our client aimed to implement a modern workflow system to streamline internal operations while ensuring seamless integration with existing key enterprise systems.

A critical requirement was that the new technology should be both user-friendly and transparent, while also being flexible enough to adapt to the company's specific needs. The low-code and no-code capabilities played a crucial role in this, enabling rapid customization and continuous in-house development.

Furthermore, Ghibli envisioned a system that not only enhances daily operations but is also sustainable and scalable over time. The goal was to leverage internal competencies to maintain and improve the system, eventually replacing less efficient legacy systems.

CASE STUDY |
GHIBLI ON THE PATH TO DIGITAL TRANSFORMATION

Requirements &
Project methodology

CLIENT EXPECTATIONS

- Simplify and digitalize existing workflows to improve operational efficiency and reduce errors.
- Enhance process transparency and traceability while automating routine tasks.
- Build in-house development capabilities.
- Ensure real-time data access.
- Increase employee productivity and engagement by reducing administrative burdens.
- Strengthen a culture of continuous improvement and innovation.

INTEGRATION REQUIREMENTS

- User database (Active Directory)
- CRM system
- Freight management system
- Warehouse management system
- Customs software
- Financial software
- HR software

IMPLEMENTATION AND PROJECT EXECUTION

The project began with a comprehensive assessment and analysis of operational processes. It quickly became evident that digitalizing certain areas was a complex task, as it required integration with two other systems, necessitating interface development for the affected partner companies. Although the preparatory phase proceeded smoothly and specifications were completed, the client decided to initially focus on other workflows within the Oriana Workflow System that promised faster results.

The agile project methodology enabled rapid iterations and continuous feedback, while Oriana's on-site consulting and on-the-job training accelerated the system's adoption and proficiency. Development activities took place on a weekly basis, involving IT and Lean teams as well as experts from key functional areas.

Digitalized processes
with workflow

One unique aspect of this project was Ghibli's dedicated Lean team, which focuses on optimizing business operations. One of its main advantages is its ability to adapt flexibly to changing internal demands and circumstances. Oriana's delivery methodology was designed to fully support this flexibility, incorporating on-the-job training and a monthly billing structure that ensures complete adaptability.

Workforce Request Process

Supports the request and approval process for new hires, guiding users through an approval hierarchy.

Position Change Administration

Manages the approval and training requirements for employees transitioning to new roles.

Training Process

Facilitates training for new hires or position changers, including template management, instructor assignment, and mass training execution, with competency assessments for transitioning employees.

Warehouse 5S Audit Process

Digitally supports warehouse inspections, enabling customized evaluations per site, documentation, and corrective action tracking with mobile-optimized views.

PROJECT INFORMATION

Project launch:	September 2024
Solution:	Oriana Workflow System
Nr. of users:	87
Oriana resources:	1 Consultant
Oriana effort:	25 person-days
Billing:	Time and material-based
Methodology:	Agile implementation with on-the-job training

Specified Additional Workflows

Quotation Process

Onboarding and Offboarding

Invoice Approval

Protocol Management

Forklift Inspection

Contract Management

Claims and Damage Handling

Project results & Summary

PROJECT OUTCOMES

Following the rapid integration into the IT infrastructure, the implementation of prioritized workflows began. Several business processes have already been successfully digitalized, with additional ones currently under development, all contributing to improved operational efficiency.

Although the initial rollout required some adjustment, employees quickly adapted to the new system. As a result, the introduction of new digital workflows is now far less disruptive than it was in the early stages. The digital transformation has not only enhanced operational efficiency but also strengthened the company's internal innovation capabilities.

CONCLUSION

Ghibli's experience highlights the critical role of well-planned digital transformation in the logistics sector. By enhancing process transparency, reducing errors, and minimizing administrative overhead, the company has achieved significant efficiency gains.

The implementation of a scalable and customizable system has not only addressed current challenges but has also laid the groundwork for future growth.

A key factor in the project's success was selecting the right technology and adopting an agile approach—combining Oriana's Workflow System with Ghibli's dedicated team to create a digital environment essential for maintaining a competitive edge.

"Previously, approvals took days, now they are completed in minutes. The Oriana Workflow System has made our operations not only faster but also far more transparent. Our team can now focus on high-value tasks."

– Andrea Dürr-Vízhányó, HR Director