

One United Portal for Supply Chain Logistics

A technical solution that will connect relevant data from systems of record across the supply chain lifecycle to enable a more complete understanding of the movement of goods.



Benefits

Increasing **Transparency** in the Logistics Lifecycle



Enabling **Data Driven Business Decisions**



Improving **Cross-Industry Collaboration**



Enhancing **Ability to Anticipate Resource Demands**



Offerings

ULP will provide the ability to leverage multiple offering options to enable more efficient use of data, time, and resources across business stakeholders, while accounting for differing levels of IT investment and data integration.



Dashboards & Visualizations

- Stakeholders can access ULP-built data visualizations
- ULP maintains controls, such as authentication and authorization



Service Integration

- Stakeholders can leverage ULP APIs endpoints, such as Timeline Analytics
- Stakeholders can integrate ULP services into their own systems



Data Ingestion

- Stakeholders receive raw data to integrate into internal systems
- Stakeholders IT shops can develop their own tools and visualizations

Browse Documents

ULP Briefing Placemat
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ULP FAQ
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ULP One Pager
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Client A ULP One Pager
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Client B ULP One Pager
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Frequently Asked Questions

How does ULP work?

Approved data from stakeholders' systems of record will be made available through ULP as events occur. Based on clearly defined access controls and data sharing agreements, users with a need-to-know will be able to use the data shared through ULP to support their own mission objectives.

What data is shared through ULP?

ULP displays only agreed-upon, mission-specific data relevant to ULP stakeholders. Data included in ULP is existing data brought together from disparate systems of record based on legal agreements from stakeholders.

Who owns the data in ULP?

The data in ULP is owned by the contributing stakeholders and their systems of record and not by ULP. At all times, stakeholders will continue to maintain ownership over their own data in ULP, and information will only be shared if all parties agree.

Download All FAQs

United Logistics Portal Annotations

Client Problem

This client needed a way to communicate the value of their technology product to multiple stakeholders in a dynamic industry. Previously, the client had been distributing marketing and informational materials via email and was having a hard time keeping track of who had what information and also who made what requests to them. Core problems are as follows:

1. Client was experiencing disorganized marketing communications with their primary stakeholders
2. Client was not able to consistently track requests for demos or opportunities for new use cases
3. Client did not have clear messaging or branding for their technology product

Proposed Solution

My design team proposed the solution of a product landing page featuring streamlined marketing messaging of the client's product offerings and a uniform way to collect questions, requests, and new opportunities via a "Contact Us" sections. We worked with the client to refine the requirements to remediate the business problems. They are as follows:

- Single streamlined landing page
- Ability to download marketing content
- Ability to contact the client with questions or requests
- Ability to stream video content
- Ability for user to immediately see benefits of the product
- Ability for user to understand and distinguish various product offerings

The proposed technology platform for this site was enabled by Salesforce due to the client's existing access to Salesforce developers and their existing cloud hosting infrastructure.

The Process

Over a 2 week design sprint, our team collaborated on the overall concept with myself completing the final mockup of the landing page. In addition to meeting the above requirements, I added a visible FAQ section to prevent users from having to download the FAQs to having to click multiple times to have their primary questions answered.

In the final stages of design, I also worked to incorporate customized illustrations in the "Offerings" section to break up the information and draw visual interest from potential buyers and stakeholders.

We worked with the Salesforce developers to validate the design and flag any technical constraints. After determining no major technical blockers, we moved forward with a finalized design to present to the client.

The Outcome

The client reacted positively saying that we addressed her primary business concerns while delivering a design that was "**simple, sleek, and sexy**". She was excited that this was a big first step in "**legitimizing the product**" and wanted the design to go into development immediately.