

## Case Study

# Product Development Services Enable a Logistics Brokerage Company to Handle 2.5X More Shipments



## Customer Overview

### Customer

A logistics brokerage company

### Profile

The client provides logistics solutions to freight forwarders and customers in a variety of industries across the United States

### Industry

Transportation

### Services

Product Engineering, Application Development, Data Analytics, and Robotic Process Automation

## Business Need

The logistics and transportation solution provider works towards connecting shippers with carriers while improving customer and carrier experience through a combination of collaboration, transparency, and technology. For the order to cash shipment lifecycle, the client used various systems to manually manage business operations across shipment booking, capacity procurement, customer engagement, carrier and capacity management, freight tracking, and accounting.

The dependence on a legacy technology platform restricted visibility into different business processes while making it difficult for users to share data across isolated systems in real time. To overcome these challenges, the transportation client sought a centralized system that could help automate manual processes, speed up integration between siloed systems, broaden visibility, increase operational efficiency, and strengthen competitive edge.

The client approached Synoptek for the application development and project engineering project. Additionally, the client requested Synoptek to update and enhance the new centralized system to meet evolving internal user requirements and sustain market uncertainties.

## Approach and Solution

To meet the client's requirement for a centralized business solution, Synoptek began the engagement by carrying out a detailed product discovery of existing business processes. Based on the assessment, we laid out a product blueprint to develop a web-based Transport Management System (TMS) combining all operations in one system that can help improve operations, drive business, and provide better customer service.

### Application Development and Product Engineering

Via integrated workflow management, we enabled the integration of major applications across CRM, carriers, capacity and shipment management, accounting, user and document management, performance, and customer management:

#### Customer Management System

- Integrated CRM processes for seamless customer onboarding, automated communication system for insights into real-time shipments, and enabled sales teams to get deeper visibility into the customer funnel.

#### Carrier Management System

- Integrated carrier relationship management and carrier onboarding for better business visibility and optimization and enabled state-of-the-art carrier segmentation for insurance optimization.

#### Rate Management and Analytics

- Developed a state-of-the-art rate management platform to enabled a realistic and predictive rate calculation system using data science and advanced analytics.

#### Shipment Management System

- Automated incident creation, assignment, and mitigation to streamline incident and issue management.
- Updated the shipment tracking system to provide real-time truck location, route planning, visibility, and collaborative display on the map.

#### Accounting

- Integrated the accounting system including AR, AP, billing, invoice, and cash management and developed an intuitive cash application to enhance the efficiency of payment processing for customers.

#### User and Document Management

- Built a document management and repository system for work orders, bills of materials, and invoices.

#### Mobile App for Workflow Management

- Designed crisp shipment management workflows for mobile interface.

#### Performance Management

- Built individual, team, and organization performance dashboards, incentive reports, and activity and daily performance reports with calibration.
- Built executive dashboards for deeper business visibility.

#### Customer Portal

- Built a dedicated customer portal to enable access to shipment status and billing documents.
- Enabled easy permission controls and analytics for activities performed by the customer.

## BI and Data Warehouse Management

With the TMS solution generating massive amounts of data, that needed to be analyzed, Synoptek provided an array of BI and data warehouse services to enable the client to get insight into various metrics and make evidence-based business decisions to improve performance. As part of this engagement, we generated 40+ reports for carrier reps, sales reps, managers, and executives.

## Business Benefits

The implementation of the centralized Transport Management System solution has created a tremendous impact on the client's business. Not only has the solution helped in boosting revenue; it has resulted in improving productivity by over 110% with the ability to generate and support more business at 50% of the team size. At the same time, we have helped grow the brokerage firm's customer base and empowered customers to recognize the firm as a technology leader in the brokerage logistics industry.

As soon as the solution was implemented, over 85 users representing 5 teams were switched over from the legacy application to the new platform in two different offices over a weekend. In due course, Synoptek helped terminate 60% of licenses for the legacy system in 45 days and 90% in 90 days.

Today, the entire business is dependent on this solution which has helped the client in:

- Integrating 21 different third-party systems with a single web application and improving overall business efficiency.
- Automating the tracking of 80% of trucks – eliminating the need for the tracking team to call each driver multiple times to check status and ETA.
- Automating 60% of the shipment building process while providing statuses and POD to over 65% of the shipments – without any human involvement.
- Automating 80-85% of the shipment cycle process, increasing efficiency and saving time.
- Cutting down on manual efforts and automation of day-to-day activities, allowing employees to drive all their focus on customer service, not worry about the underlying technology.
- Processing 250% more daily transactions compared to a year before and eliminating unnecessary stress and time spent during the booking process.
- Easily tracking freight that is on the road and receiving alerts to any transit exceptions or unforeseen delays from one location.
- Leveraging BI dashboards to successfully manage business changes due to micro and macro-economic conditions.
- Getting end-to-end visibility into rep and carrier performance that helps ensure timely shipment to customers while saving time on manually calculating commissions and focusing on more business-critical tasks.
- Allowing customers to get real-time insight into the status of their shipments through the customer portal.

The TMS solution is designed, developed, and supported to ensure it can operate 24/7 – even if the support team is not operating round the clock. Today, the system is being used concurrently by five teams including sales, service, operations, tracking & customer support, and billing & accounting.



Processing **250%**  
more daily transactions



Automating the tracking  
of **80%** of trucks



Automating **60%**  
of the shipment building  
process



Automating **80-85%**  
of the shipment cycle  
process

## Appendix

We enabled a gamut of new technology features (listed below) to help enhance business benefits such as streamlining operations, improving visibility, and elevating customer experience through optimization.

- Business coupled system workflows
- Automated tracking board and exception management
- Real-time rate management and quoting
- Live online shipment tracking
- Automatic proof of delivery (POD) reporting
- Automatic detention alerts
- Third-party carrier tracking
- Route evaluation and geofencing
- GPS package and asset tracking
- Customer shipment activity reports
- Delivery performance reports
- Invoice automation
- Automated payment processing and AR automation
- Implementation of a tracking board
- User and carrier profiling
- Tier segmentation
- Freight tracking
- Heat map visibility
- Inbuilt report generation and management system.

Here's what the CIO had to say:



I'd like to thank the entire team at Synoptek for their persistent, consistent, and tireless efforts in making the project a great success. The system developed and supported by Synoptek has been one of the best-performing software system projects I have been associated with, and the platform continues to expand, with new modules and new integrations constantly being added. Synoptek's teamwork is what has made all this possible.

The efforts the team has put in via long hours and sleepless nights have been visible in their quick responses and thoroughness in checking little details, which has helped us in quickly solving problems and maintaining the integrity of the system. Their continued excitement in working and dependable service is the reason why the project has been such a huge success. Thanks to Synoptek, our customer base has grown and our customers are finally recognizing us as a technology leader in the brokerage logistics industry.

The cash application feature that was developed on top of TMS has helped us reduce the Accounts Receivable invoicing workload by 45%. Thanks to Synoptek, we have been able to process over 46,000 shipments, support over 21 million miles of truck driving, and service 400+ customers using over 5000 carriers. Overall, this has been a very successful partnership and very effective business relationship; it has given us a platform and the IP for an integrated business operation that will allow us to be nimble, agile, and competitive in the rapidly evolving Logistics industry and propel us to the forefront of technology evolution.

## About Synoptek

Synoptek delivers accelerated business results through advisory-led, transformative full-life-cycle systems integration and managed services. We partner with organizations worldwide to help them navigate the ever-changing business and technology landscape, build solid foundations for their business, and achieve their business goals.