

INNOVATION IN ENABLING CUSTOMER OUTCOMES - PROFESSIONAL SERVICES

Synoptek provided an array of IT Services to a logistics solution provider, helping them consolidate their business, enable automation, and improve productivity. Using our time-tested Global Delivery Model, we have been able to provide cutting-edge Application Development, Product Engineering, Analytics, and RPA Services that created 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%, along with the ability to generate and support more business at 50% of the team size – compared to a year back.



The Synoptek Platform

OVERVIEW

Prior to partnering with Synoptek, the client was using various systems to manage business operations across Shipment Process Management, Customer Management, Carrier Management, Freight Tracking, and Accounting – which resulted in poor visibility across different processes; the client had a difficult time in sharing data across isolated systems. In addition, most of the day-to-day tasks were carried out manually which was not only time-consuming; the approach was also extremely prone to error. Incoming support requests and queries also had to be addressed to and solved manually, which took a lot of the support team's time.

Application Development

Synoptek implemented a centralized, modern, and comprehensive Transport Management System (TMS) for the client, which automated most of the manual processes, improved integration, and broadened visibility. We helped the client integrate 21 major applications and enabled a gamut of new technology features. The client was successful in leveraging near real-time reports and dashboards on a day-to-day basis to meet their reporting needs post-implementation.

Analytics as a Service

With the TMS system generating massive amounts of data, Synoptek provided an array of BI and Data Warehouse Services to enable the client to get insight into key metrics. We also provided dedicated support and maintenance to monitor existing ETL jobs, maintain performance, support issues, perform data validation, and develop new reports/dashboard. In addition, we helped expand their data warehouse to sustain and maintain the level of stability and easily address new analytics requirements on an on-going basis.

RPA

Synoptek also implemented automation bots to help the client automate the closing load process; the bots helped in extracting excel files from the TMS, processing extracted files to their internal portal, and saving populated details and closing the load. In addition, we helped automate incoming IT support requests and queries and developed the ability to track and send updates and reminders to users by creating a workflow.

Customer challenges

- Several isolated business systems
- Poor enterprise visibility
- Manual processes
- Lack of real-time reports

BUSINESS IMPACT

During the pandemic, the supply chain industry, like every other industry, had to plan for ways to drive innovation; they had to enable digital transformation to rethink their entire business process and drive efforts towards connecting the ecosystem end-to-end.

The client CEO is a visionary; he had a new vision for the industry and by working with Synoptek, they wanted to make that vision a successful reality. By working on this project, we learned how we can help the client deliver innovation at a fast pace. We helped the client in not just eliminating waste, but also in organizing their ecosystem and making them more efficient.

We have defined and developed a unique, supply chain enablement model for the fast-growing trucking and transportation industry. Our model, along with the technology platform we have developed for the client, is exactly the kind of just-in-time transportation fulfillment solution the transportation industry needs in the post-pandemic era.

CUSTOMER IMPACT

“The Cash Application feature developed by Synoptek has helped us reduce Accounts Receivable invoicing workload by 45%. Thanks to Synoptek, we have been able to process over 46,000 shipments, supported over 21 million miles of truck driving and serviced 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 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.”

— CIO

The relentless efforts of Synoptek's highly qualified and experienced Professional Services teams have enabled the client to be nimble, agile and competitive in the rapidly evolving Logistics industry and propel them to the forefront of technology evolution.

With our support, the client has been able to:

1. Improve overall business efficiency through the integration of 21 different third-party systems with a single web application.
2. Improve employee productivity and customer service outcomes by cutting down on manual efforts and automation of day-to-day activities.
3. Improve freight tracking accuracy and take timely action via alerts received for any transit exceptions or unforeseen delays.
4. Unearth real-time insight into day-to-day operations and successfully respond to business disruptions caused due to micro and macro-economic conditions.
5. Ensure timely shipment to customers via automation and achieve end-to-end visibility into rep and carrier performance.
6. Enjoy virtually no down time or performance issues with dedicated support of BI and Data warehouse systems and components.

Business Results



Sales/Carrier Representative performance improved by **35-40%** in 12 months



Over **110%** improvement in productivity post-pandemic



The solution helps the client build over **60%** of shipments automatically



Reports/Dashboards, KPI, matrix improved efficiency by **20-25%**



TMS solution operates **24x7** without any issues



Near real-time **(30 min)** data analytics for just-in-time decisions



80% of the client's trucks are tracked automatically



Terminate **60%** of licenses for the legacy system in **45 days**

RPA bot reduced time to upload 100+ invoices

from **3 hours** to **30 min** with 99% accuracy