Synoptek

Case Study

Driving the Future of Freight: Redefining Modern Logistics with Microsoft Innovation

Customer Overview

Customer
Transportation One (T-One)

Profile
A rapidly growing third-party logistics (3PL) brokerage firm managing over 50,000 annual loads across North America.

Industry
Transportation and Logistics

Services
Microsoft-powered Transportation Management System (TMS) built on Azure, integrating Power BI, Synapse Analytics, and Copilot-ready architecture

Business Need

T-One sought to modernize its logistics operations by replacing an aging, outdated Transportation Management System (TMS) that could no longer support business growth or meet customer expectations. The legacy system created operational silos, limited visibility, and manual inefficiencies that hindered scalability and overall effectiveness.

Key objectives included:

- Streamlining operations across sales, procurement, operations, and finance with a unified digital platform.

- Improving visibility and decision-making through real-time analytics and automation.

- Enhancing customer experience with intelligent quoting, proactive communication, and transparent shipment tracking.

- Ensuring scalability and flexibility to support future business expansion and marketplace deployment.

T-One partnered with Synoptek to design and implement a modern, cloud-native TMS on Microsoft Azure that could deliver measurable productivity gains, strengthen customer relationships, and establish a foundation for AI-enabled innovation.

Approach and Solution

Reimagining the Logistics Value Chain

Synoptek reengineered T-One's logistics operations from the ground up using Microsoft technologies. The new TMS ecosystem provides end-to-end control of the shipping lifecycle—from order creation and carrier assignment to tracking, billing, and settlement—within a single, scalable platform. Built on Microsoft Azure, the solution delivers:

- A unified, cloud-native TMS with integrated document management and customer self-service portals.
- Seamless management of shipments, customers, and carriers across all business units.
- Real-time exception handling and operational visibility in one application.

This modernization replaced disjointed systems and manual processes with a cohesive, data-driven platform that enables agility, consistency, and growth.

Empowering Employees with Intelligent Workflows

The TMS improved efficiency and collaboration across key departments by automating tasks, streamlining workflows, and enabling data-driven decision-making.

- Automated routine processes and improved visibility into customer interactions.
- Simplified supplier management and enhanced purchasing efficiency.
- Streamlined workflows boosted coordination and reduced manual overhead.
- Embedded analytics enabled faster, more informed financial decisions.
- Empowered existing teams to deliver greater business value without increasing headcount.

Intelligent Operations and Real-Time Insights

By leveraging Azure Synapse Analytics and Power BI, T-One gained end-to-end shipment visibility and real-time insights that improved decision-making and operational efficiency.

- Full transparency across the shipment lifecycle—from onboarding to exception management and settlements.
- Access to live data on pricing, routing, forecasting, and performance KPIs.
- Data-driven decisions across departments through integrated analytics.
- Improved demand forecasting accuracy with embedded predictive insights.
- Streamlined processes through automated and analytics-backed workflows.
- Eliminated manual interventions and improved responsiveness

Customer Experience Redefined

As a non-asset-based logistics provider, T-One's brand promise is built on service quality. Synoptek's solution elevated customer engagement through intelligent automation, faster responsiveness, and complete transparency. The modernized TMS enables:

- Intelligent quoting and dynamic pricing using real-time data.
- Transparent, automated shipment tracking with proactive updates.
- Faster service resolution and seamless communication.

Scalability and Continuous Innovation

Designed as a modular, API-driven, and microservices-based platform, the TMS supports enterprise-scale operations and future growth.

Key scalability features include:

• Elastic infrastructure leveraging Azure Kubernetes Service (AKS) and load balancing.

• Configurable workflows for AR/AP, shipment lifecycle, and carrier management.

• Marketplace readiness for Azure co-sell and SaaS deployment.

• Integrations with leading logistics partners such as Parade, DAT, Highway, and Bitfreighter (EDI).

Synoptek achieved a zero-downtime go-live, exceeding all performance benchmarks and setting a new internal standard for successful ERP and TMS launches.

Technology Stack

Synoptek designed and deployed a future-ready architecture that supports 1,000 concurrent users with page loads under 3 seconds and API responses under 1 second.

Microsoft Technologies Used:

• Azure AI Readiness: Structured for Copilot and Azure AI integration—supporting automated exception handling, credit risk analysis, and predictive billing.

• Data & Analytics: Azure Synapse Analytics, Azure Data Factory, and Power BI Embedded.

• Application & Infrastructure: Terraform-managed Azure infrastructure with AKS and microservices.

• Modern Workplace: Integration with Azure DevOps, Power BI, and SSO via GSuite.

• Security & Governance: Role-based access control, encryption, and real-time monitoring.

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> TMS builds are complicated. Logistics is complicated. In my experience, working with Synoptek has been very positive. Everyone at Synoptek has helped accommodate our needs and provided solutions that have enabled us to build a wonderful product. I look forward to improving that product with the team and to years of shared success with our new TMS solution and the many wonderful things that will come of it.
>
> **– Chief Operating Officer, Transportation One**

Business Benefits

By adopting a modern Microsoft-based logistics platform, T-One achieved significant business and operational impact:

• 50,000+ annual loads managed through a unified, cloud-native TMS.

• $15–$20M annual revenue growth from improved productivity and automation.

• 63% increase in pre-booked loads and 20% boost in carrier utilization.

• 56% faster on-time pick-ups and 58% faster on-time deliveries.

• 81% higher E-Tracking usage and faster customer communication.

• Zero downtime and smooth go-live with immediate user adoption.

This transformation has positioned T-One as a digital frontrunner in logistics, enabling smarter operations, data-driven decision-making, and sustained customer satisfaction.

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.

Synoptek

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