

Case Study

Accelerating Digital Freight Innovation Through **Application Modernization**



Customer Overview



Customer

A leading North American Logistics Provider



Profile

The logistics provider offer freight, parcel, warehousing, and consulting services.



Industry

Transportation & Logistics



Services

Application Development & Modernization | Product Design & UX | QA & Test Automation | DevOps & CI/CD | AI & Intelligent Automation | Mobile Application Development | RPA

Business Need

As the client's digital freight platform scaled in volume and complexity, it faced increasing challenges in maintaining performance, agility, and reliability across its application landscape. Supporting over one million shipments annually required a more scalable and modern application environment. Key requirements included:

- Replacement of legacy application components that limited scalability and increased maintenance overhead
- Improve feature delivery by unifying fragmented development practices and release cycles
- Continuous application support to ensure stability of mission-critical logistics systems
- Improve development agility across multiple business units
- Demand for advanced capabilities, including mobile, AI-driven automation, and improved user experience
- Enhance productivity while maintaining high standards of quality and reliability



Solution and Approach

Synoptek partnered with the logistics provider to modernize its application ecosystem and establish a scalable, agile foundation for its digital freight platform. The engagement focused on enhancing application performance, accelerating delivery cycles, and enabling continuous innovation across logistics operations.

Key initiatives included:

Dedicated Application Engineering Model

Established a specialized engineering team responsible for application development, modernization, and ongoing support of core logistics systems, ensuring stability and continuous enhancement.

Application Modernization & Architecture

Re-architected legacy systems using modern frameworks and microservices-based architecture, improving modularity, scalability, and long-term maintainability.

Agile Delivery & DevOps Enablement

Implemented Agile methodologies and embedded engineering teams across business units to improve collaboration and accelerate feature delivery. Introduced automated CI/CD pipelines to streamline build, testing, and deployment processes.



Solution and Approach

Quality Engineering & Automation

Deployed structured QA processes and test automation frameworks to enhance application quality, reduce defects, and ensure consistent performance across releases.

Cloud-native Application Design

Designed and developed applications for cloud-native environments, enabling scalability, flexibility, and efficient handling of increasing transaction volumes.

AI & Intelligent Automation

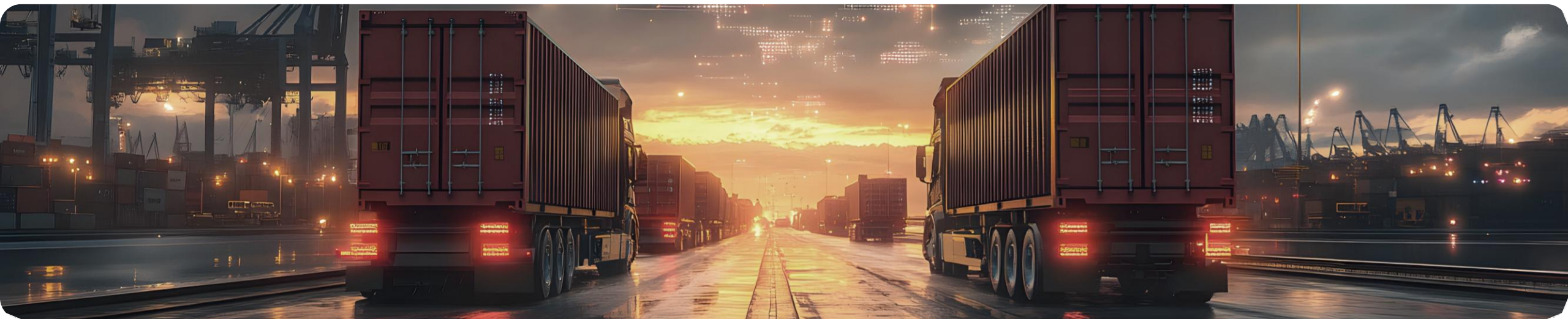
Supported AI-driven initiatives and automation use cases to improve operational insights, streamline workflows, and enhance decision-making across logistics processes.

User Experience & Product Design

Delivered product design and UX enhancements to improve usability and optimize user interactions across digital freight platform interfaces.

Mobile Application Enablement

Developed and enhanced mobile capabilities, enabling users to access shipment data and operational workflows on the go.



Business Benefits

The engagement delivered significant improvements in application performance, delivery speed, and platform scalability, enabling the organization to operate more efficiently and innovate faster across its logistics ecosystem.

Scalable, high-
performance platform for
multimodal logistics operations

Faster releases with Agile and
DevOps automation

Higher application quality
through QA and test automation

Enhanced user
experience across digital
interfaces

Improved responsiveness
& reliability across critical
workflows

Reduced technical debt and
improved maintainability

Enabled AI-driven insights
and automation

Enabled a future-ready platform supporting growth and innovation

About Synoptek

Synoptek is the first IT Managed Experience Provider (MxP™), delivering AI-enabled automation, strategic modernization, and experience-led outcomes. Its services span Cloud and Agile Infrastructure, Business Applications and Platform Development, Customer and Employee Experience, and Cybersecurity. With a business-first approach and a global delivery model, Synoptek helps organizations optimize operations, accelerate transformation, and achieve measurable results—guided by a culture rooted in growth, ownership, inclusiveness, and philanthropy.



Pacific Arts Plaza, 611 Anton Blvd., Suite #925,
Costa Mesa, CA 92626



303-728 3335



salesinquiries@synoptek.com



www.synoptek.com

