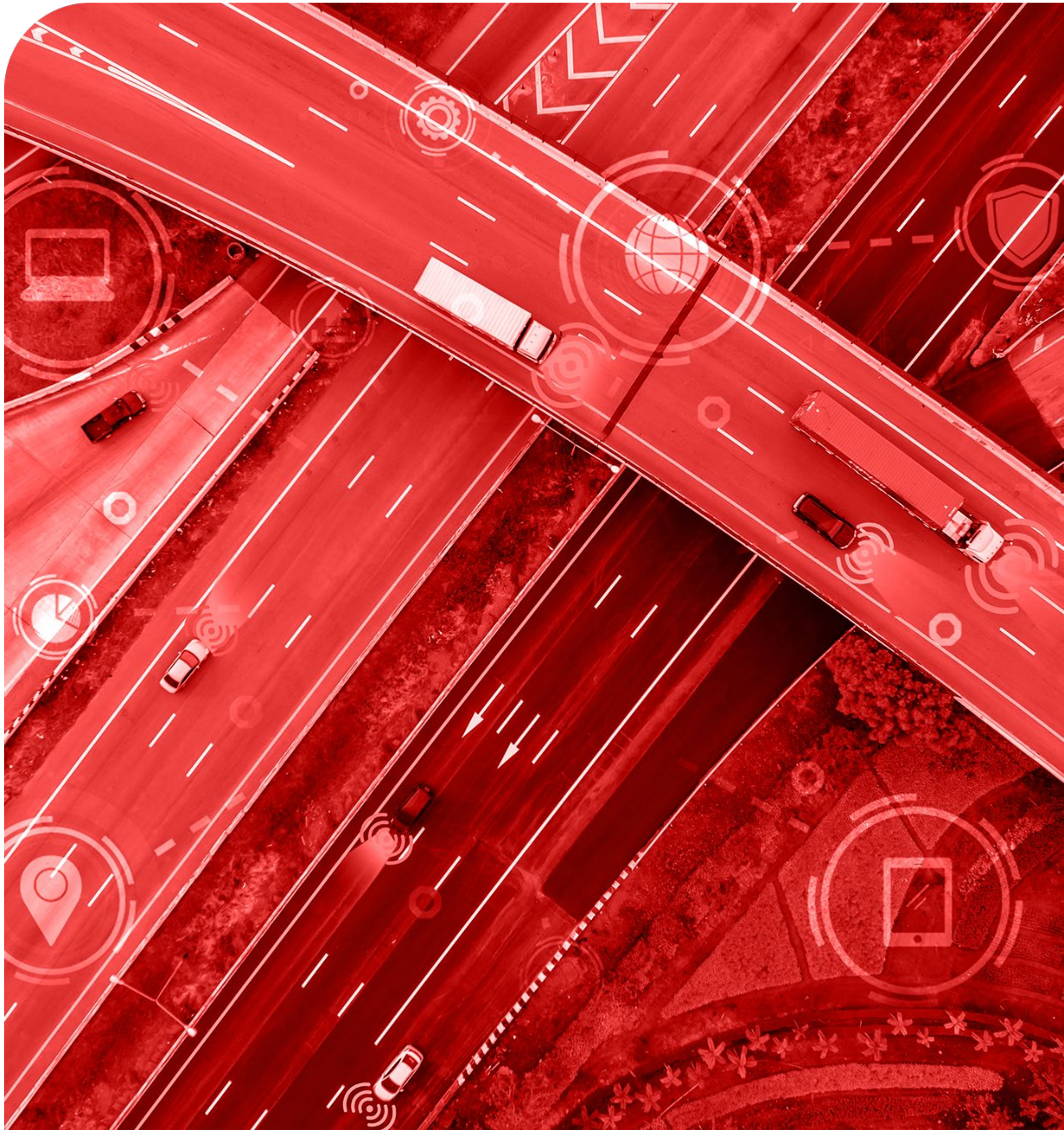
Synoptek

Case Study

Modernizing a Digital Freight Platform to Reduce IT Risk and Accelerate Value Creation



Customer Overview

Customer

A private equity-backed transportation and logistics company

Profile

A leading private equity-backed transportation and logistics company operating a centralized digital freight platform that supports more than 1 million annual shipments across 20+ locations.

Industry

Transportation & Logistics

Services

IT Infrastructure Outsourcing | Application Development & Modernization | Application Managed Services | Virtual CISO | Intelligent Automation | Hybrid Cloud Operations

Business Need

The private equity-backed transportation and logistics company needed to modernize its mission-critical digital freight platform while maintaining uninterrupted operations. A fragmented hybrid IT environment, legacy applications, growing security risks, and rising IT costs limited scalability and operational efficiency. Synoptek was engaged to reduce technology risk and build a secure, scalable IT foundation for long-term growth.

- Hybrid Infrastructure Complexity - Hybrid infrastructure across on-premises and multi-cloud environments created operational complexity and governance challenges.
- Legacy Applications - Technical debt and fragmented applications impacted platform performance, scalability, and innovation.
- Growing Security Risks - Increasing vulnerabilities and inconsistent security governance elevated business and operational risk.
- Limited Support Model - Existing support capabilities could not meet the demands of a 24×7 logistics operation.
- Rising IT Costs - Fragmented vendors and reactive IT operations drove higher costs and reduced efficiency.

Solution and Approach

Synoptek partnered with the organization to deliver a comprehensive IT transformation across infrastructure, applications, security, automation, and managed services through a unified operating model.

- **Infrastructure Modernization** - Managed the complete hybrid infrastructure, cloud environments, IT governance, helpdesk, and end-user support under a single accountable operating model.
- **Security Transformation** - Implemented vCISO-led governance, strengthened cybersecurity, and reduced vulnerabilities across the enterprise.
- **Application Modernization** - Modernized the digital freight platform using Agile delivery, DevOps, CI/CD, QA automation, and mobile development.
- **24×7 Managed Services** - Established continuous monitoring and application support to ensure uninterrupted platform availability.
- **Intelligent Automation** - Implemented Python, Power Automate, and RPA to streamline operational workflows and improve efficiency.
- **Vendor Consolidation** - Unified multiple vendors and engineering resources into a single managed delivery model to improve governance and accountability.

Business Benefits

The IT transformation improved operational resilience, strengthened security, optimized IT costs, and established a scalable foundation for future growth.

99.99%+ Platform Availability

Enabled uninterrupted operations for a mission-critical freight platform supporting over one million annual shipments.

Up to 85% Reduction in Security Vulnerabilities

Improved cybersecurity posture through proactive governance and vulnerability remediation.

$15M+ Potential IT Cost Savings

Identified significant opportunities to optimize IT operations and reduce infrastructure costs.

1M+ Annual Shipments Supported

Built a reliable and scalable platform capable of supporting high transaction volumes.

Unified IT Operations

Consolidated infrastructure, applications, security, and managed services under one accountable operating model.

Scalable Foundation for Growth

Reduced technology risk while improving operational efficiency and long-term business value.

Private Equity Value Created

Protected Enterprise Value
Reduced technology and cybersecurity risks that could impact buyer confidence, deal structure, and valuation during due diligence.

Improved EBITDA Potential
Identified $15M+ in IT cost optimization opportunities, creating a stronger operating model and supporting improved financial performance.

Built a Scalable Growth Platform
Modernized the technology environment to support 1M+ annual shipments, future acquisitions, and long-term business expansion.

Strengthened Exit Readiness
Established a secure, governed, and highly available IT foundation that transformed technology from a business risk into a strategic asset.

Delivered End-to-End Accountability
Unified infrastructure, applications, cybersecurity, and managed services under a single operating model, eliminating operational gaps and improving execution.

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.

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