GLOBAL LEADER IN TRANSPORTATION AND LOGISTICS SOLUTIONS

CLIENT PROFILE
American transportation and logistics conglomerate offering services in two major segments: truckload transportation and logistics management

CLIENT CHALLENGES
Client developed an ambitious business growth plan to double its revenue and boost profitability. Effective technology solution was vital to achieve this plan but Client’s current legacy transport management platform consisted of disparate siloed systems and services with manual processes. Thus, complicating processes, hampering operations and affecting overall business performance. Client, wanted a solution based on different gene-code that would improve their supplier-carrier communications and visibility to support the future of the business. They were looking for a next-generation platform that would increase operational excellence, generate cost savings, improve customer experience and address following challenges:

- Siloed systems and services
- Lack of real time information
- No end-to-end visibility
- Non user-friendly
- Manual processes
- Existence of multiple systems

SOLUTION
We helped our Client envision and strategize the shift to next-gen logistics platform to achieve their business goals. We worked with the Client to blueprint next-gen logistics platform to help strengthen and improve operational and business capabilities to increase revenues, lower costs and improve customer experience.

BE.
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THE SITUATION

Our Client is a global leader offering transportation and logistics services in the United States. They primarily operate in two segments, truckload transportation services (asset-based) and logistics services (non-asset based). The truckload segment (asset-based) is engaged in transporting shipments of general commodities and has grown tremendously over the last 60 years.

The logistics segment provides non-asset based transportation and logistics services including freight brokerage and freight management using a combination of air, ocean and rail transportation modes. The freight brokerage business continued with steady growth alongside an expanding customer base. However, the Client aimed at further strengthening their position in the marketplace as a premier freight broker. They developed an ambitious business growth plan to double the revenue and boost profitability. Effective technology solution was vital to achieve this plan; but Client's current legacy transport management platform consisted of disparate siloed systems and services with manual processes and no real-time visibility. It complicated processes, hampered operations and affected overall business performance. Moreover, it was about to sunset three years down the line.

This created a necessity for the Client to switch to a next-gen logistics solution that would add a new dimension to the existing transport management business and propel them ahead of competitors. Next-gen logistics platform would remove supply chain inefficiencies and provide significant competitive advantage with real time intelligence to meet future business requirements.

Client needed a partner to carve-out a strategy and model to help them conceptualize the next-gen platform. They appointed Tech Mahindra as a strategic partner to create a blueprint of the next-generation platform.

TECH MAHINDRA’S METHODOLOGY AND SOLUTION

We adopted design thinking-led approach to carefully understand our Client's challenges and conceptualize the next-generation logistics platform.

Design thinking led discovery workshops
Conducted workshops with business stakeholders and representatives from 13 offices across US to understand their requirements and conceptualize solutions for the next-gen platform

Idea sprint
Used co-creation and nudging techniques to ideate on solution possibilities

Prototyping
Visualized innovative ideas through rapid prototyping and iterative user validations from paper prototypes to rapid wireframes and full-fledged click-dummy prototypes

MVP Planning
Started with Product Backlogs including prioritized user stories and feature sets and developed sprints to rapidly build MVP

Our Unique design thinking methodology, with supporting frameworks and tools helped the client visualize the solution before writing a single piece of code.

WHAT ARE YOUR CHALLENGES?
LET’S WORK TOGETHER TO SOLVE THEM!

To know more contact us: befutureready@techmahindra.com

BUSINESS EXCELLENCE – TECH MAHINDRA CONSULTING