



Success Story

GLOBAL LEADER IN TRANSPORTATION AND LOGISTICS SOLUTIONS

CONCEPTUALIZATION AND IMPACT ASSESSMENT OF BUILDING NEW USER-CENTRIC LOGISTICS PLATFORM FOR EXPONENTIAL GROWTH

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

No end-to-end visibility

Manual processes

Lack of real time information

Non user-friendly

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.

BENEFITS FOR THE CLIENT



Right Solution Design



2X Productivity



Defined Capabilities



Business Intelligence



Competitive Advantage

BE.

Digital | Transformation | Consulting

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



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

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