



# Logistics Management Solution Enhancement

## Transportation & Logistics

Logistics Optimization

Digital Transformation

Multi-Tenant System

Real-Time Tracking

Data Analytics



# PROJECT OVERVIEW

Enhanced the logistics management system to boost shipment tracking efficiency and automate core logistics operations. The enhanced platform features real-time tracking, automated workflows to reduce manual errors, and optimized processes that cut down operational costs. A multi-tenant architecture was integrated to provide seamless access for both administrators and customers, improving transparency and delivering a better overall shipment monitoring experience.

## CLIENT PROFILE

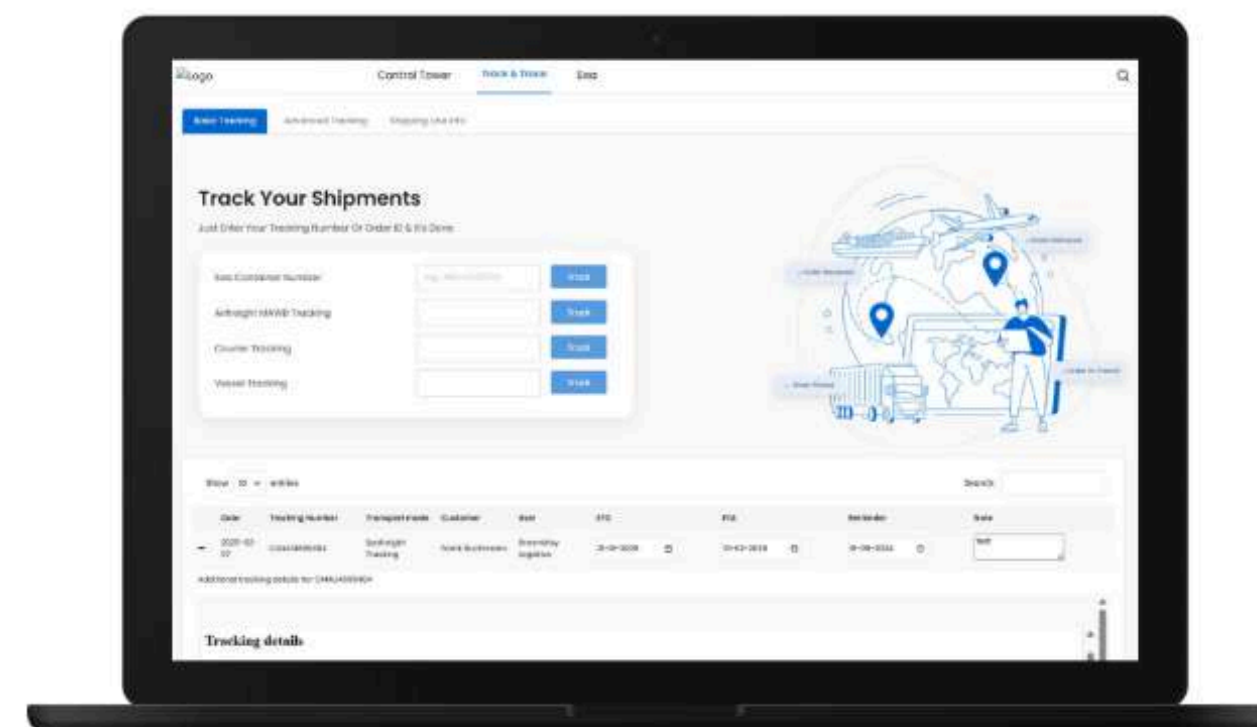


Denmark



No. Of employees: 100+

**TransportForm** is a logistics service provider specializing in shipment tracking and freight management. The client aimed to overcome inefficiencies in shipment tracking, reduce operational costs, and enhance customer satisfaction through an advanced logistics management solution.





# REQUEST BACKGROUND

The client faced challenges due to reliance on outdated manual tracking methods, resulting in inefficiencies and operational delays.

## No Real-Time Tracking

The absence of real-time tracking capabilities made shipment monitoring difficult, leading to inaccurate tracking information and customer dissatisfaction.

## Manual Intervention Risks

The logistics workflow required significant manual intervention, increasing the risk of data entry errors and miscommunication between carriers and customers. Additionally, the lack of automated alerts for shipment delays led to uncertainty and poor planning.

## Disjointed Systems

Multiple disjointed systems were used for tracking and planning, causing inefficiencies in workflow and resource allocation.

To address these challenges, the client sought to implement an advanced logistics management system with real-time tracking, automation, and seamless third-party integrations. The objective was to streamline operations, enhance shipment monitoring, and improve overall efficiency.





# CHALLENGES

The logistics and freight industry faces several challenges because of which the client risked operational inefficiencies and competitive disadvantages.

## High Operational Costs



The logistics and freight industry faces several challenges, including high operational costs, inefficient tracking mechanisms, and increasing customer expectations.

## Lack of Real-time Tracking



One of the primary challenges was the lack of real-time tracking, which led to inefficiencies in shipment monitoring. Customers faced difficulties in obtaining accurate shipment updates.

## Manual Data Entry Risks



The company relied heavily on manual data entry, increasing the risk of errors and workflow inefficiencies.

## No Automated Alerts



The absence of automated alerts for shipment delays meant customers and carriers struggled to anticipate and manage disruptions effectively.

## Multiple Systems Dependency



The dependency on multiple systems for tracking and planning further complicated the logistics process, making it difficult to streamline workflows.



# GOALS



## Develop Scalable System

Develop a scalable logistics management system that automates shipment tracking and workflow processes.



## Implement Real-time Tracking

Implement real-time tracking capabilities to provide accurate and up-to-date shipment status.



## Automate Operations

Automate logistics operations, reducing reliance on manual data entry.



## Enhance Customer Experience

Enhance customer experience by providing proactive alerts and seamless access to shipment tracking information.



## Optimize Resources

Optimize resource utilization by improving shipment allocation planning.



## Reduce Costs

Reduce operational costs by streamlining tracking mechanisms and minimizing inefficiencies.





# SOLUTION

## Technology Stack








## Duration & Resources

Time Taken: 2.5 years

Resources: 4 specialists

# Enhanced Logistics Management System

To ensure the logistics management system effectively addressed the client's challenges, we conducted following steps:

-  **Discovery Phase**  
Our team analyzed existing business processes, identified inefficiencies, and defined technical requirements for a scalable and automated solution.
-  **Real-time Tracking Integration**  
We implemented real-time shipment tracking by integrating ShipsGo and Freightify APIs, enabling accurate tracking updates. A centralized **Control Tower Dashboard** was developed to provide fleet managers and customers with real-time shipment status updates.
-  **Automated Notifications**  
To improve communication and reduce delays, we introduced an **Automated Notifications System** that sends email and SMS alerts for shipment status changes.
-  **Analytics & Reporting**  
A **Data Analytics & Reporting Module** was integrated to provide insights into shipment trends, operational efficiency, and potential bottlenecks.
-  **Multi-Tenant System**  
A **Multi-Tenant System** was developed to offer role-based access for administrators and customers, ensuring secure and seamless interaction with the system. Additionally, **Pier2Pier iframe integration** was included to provide instant tracking updates within the platform.



# OUTCOMES

## 70%

### Reduction in Manual Tracking

Reduced shipment delays, lowering penalty charges and improving resource utilization.

## 99%

### Accuracy in Tracking Data

Improved service quality leading to increased customer loyalty.

## 30%

### Reduction in Support Workload

Minimizing operational costs, Enhanced operational efficiency and service reliability.





# CLIENT FEEDBACK

*"The logistics process has improved dramatically since implementing the new system—we get real-time updates, and tasks that used to take hours are handled automatically. It's made a noticeable difference in our day-to-day operations. Kudos to Autviz Solutions for delivering exactly what we needed."*