



SUCCESS STORY HIGH TECH

MULTI-MODAL, LOGISTICS COMPANY MODERNIZES 3PL PLATFORM

Apexon helps 3rd-party logistics provider deliver from the cloud



Our client is a third-party logistics provider offering a global network of freight forwarding solutions with a multi-modal platform serving more than 10,000 Clients and producing revenues of over \$700 million annually.

The company's non-asset business model depended on a locally-based network of over 130 Agent Stations. This enables it to provide a one-stop solution for all of its clients' logistics needs including 24/7 support. However, this model also required the company to interact with multiple transportation management systems (TMS), creating fragmentation that made it more difficult to manage, and created a sub-optimal customer experience. It also made the company's back-office processes very cumbersome.



3rd party logistics services



Nationwide network of 130+ agents



More than 10,000 clients



The company wanted to reduce its dependency on these multiple external TMS systems and provide an integrated solution to improve service levels and drive efficiencies in its back-office. Apexon was engaged to help the company create a single application for all 3PL services. This included migrating from its existing on-premise application to the cloud and enabling self-service on the platform for customers and partners.

THE CUSTOMER JOURNEY

2014

- Greenfield project (at RRD) with 4 Scrum teams + Onsite UX and tech leads

2015

- Go-live with MVP

2017

- Additional Scrum team and onsite tech lead

2018

- Configurable Rating logic

2019

- Payment Gateway

2021

- Azure Migration (Spin off from RRD) from on-premise

2022

- TMS Solution started with 4 additional Scrum teams + 3 onsite resources

THE RESULTS

KEY OUTCOMES



**HIGHER SERVICE LEVELS,
ENHANCED UX**



**FASTER CYCLE TIME,
REDUCED COSTS**



**INCREASED AUTOMATION,
AGILITY & SCALE**

THE CHALLENGE

CONSOLIDATING MULTIPLE 3PL SERVICES ONTO A SINGLE PLATFORM

The company offers a comprehensive set of logistics services to its customers that deliver significant economies of scale, the customer's choice of carriers, and access to all transportation modes. Its full menu of services include:



LTL (Less Than Truckload) and TL (Truckload)



Airfreight (Domestic and International)



Ocean freight



Trade show services



White glove services



Parcel



Intermodal (IMD)



Expedited ground

To coordinate these different services across its agent network, our client was dependent on multiple external TMS systems. This complexity made it more difficult to manage these services and compromised the solutions and user experience it could offer its customers and partners. It also created a number of inefficiencies in its back-office operations.

The company wanted to reduce its dependency on these external TMS systems and provide a one-stop solution to improve service levels for customers while also making its back-office operations more efficient. This would require expertise and focus in several key areas:



Building a modern digital platform while easing the transition from its existing legacy-based systems



Upgrading its IT infrastructure to support new market demands across a range of stations and customers



Building a flexible, self-service platform for its customers that would add transparency



Ensuring ease of implementation and use



Enabling the easy addition of new functionality to address evolving customer requirements



Streamlining internal operations to make the company more agile and efficient

THE SOLUTION

BEST-IN-CLASS 3PL SERVICES IN THE CLOUD

The company engaged with Apexon to design and engineer a single, best-in-class application that integrated for all of its 3PL services onto a common platform including Transportation (Rating, Quote and Shipments, Tracking), Admin and Financial (Invoice and Online Payments), and a flexible rating engine. It also had to manage customer and agent stations onboarding and maintenance, and provide detailed reporting and analysis dashboards.

The engagement was built around a managed services contract that leveraged Apexon's expertise across multiple technologies and methodologies:



Migration from on-premise to Azure cloudDevOps



Agile – Scrum for delivery process



Azure DevOps for backlog and repository management



Azure cloud native solutions



BDD – User acceptance criteria for business requirements



TDD and SOLID principles for development methodology



Side-by-side feature migration



Trunk-based branching for source control



OAuth 2.0 for security



Cannery release/Dark launch
using claim-based feature flags



Continues integration and Continuous
delivery for deployment process



Selenium and Spec-flow for
automation scripts

Apexon essentially operated as the company's IT team with 60+ team members delivering highly maintainable, scalable and testable software to production every 3 weeks.

OUTCOMES

The one-stop solution for all of company's 3PL services was called company-Connect and it delivered a whole host of advantages for the company, its customers and its partners:



**Outstanding
User Experience**
For all 3PL service needs



Scalable Architecture
To support exponential growth



Higher Service Levels
reduced customer
onboarding time



Ease of Configuration
robust and flexible
rating engine



**Faster Time to Market
for New Ideas**
through iterative and
continuous delivery



Reduced Costs
through the increased
use of automation



Increased Agility & Scale
Through the use of automation



Easy Access to Performance Data
Via intuitive reporting dashboards



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FEELING SOCIAL?

