



Streamlining Logistics Operations with Appbay Technologies' Custom Solution



Logistics Management Solution



Customer

Middle East based Logistic Company



Business Domain

Transport



Solution

Logistics Management



Tech stack

Appian BPM, Maria DB

Business Challenge/Need

The client, a mid-sized logistics company, struggled with operational inefficiencies stemming from disparate systems for managing shipments, customer requests, and billing.

Challenges included:

- Limited transparency for shippers and carriers.
- Manual invoicing and pricing calculations prone to errors.
- Delayed processes due to the lack of mobile accessibility and real-time tracking.
- Inefficient customer communication and limited international payment options.

The client needed a unified platform that could streamline operations, improve transparency, and enable smarter decision-making.

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Solution

Appbay Technologies delivered a comprehensive Logistics Management application tailored to the client's needs. Key features of the solution included:

- **Mobile-Enabled Processes:** Empowering end-users to manage shipments on the go, from creation to invoicing.
- **Barcode Scanning and Generation:** Facilitating real-time package tracking and seamless inventory management.
- **Dynamic Invoicing and Pricing:** Automatically generating accurate invoices based on shipment details like origin, destination, and discounts.
- **DocuSign Integration:** Simplifying document approvals with digital signatures.
- **Payment Gateway Integration:** Enabling secure international billing and transactions.
- **External Web UI Integration:** Allowing customers and CSRs to initiate and manage shipment requests directly.

Appian's capabilities, like dynamic records management and dashboards, further enhanced shipment tracking, customer service, and operational insights.

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Why Customer Choose the solution?

The client selected Appbay Technologies for its:

- **Proven Expertise in Appian Solutions:** A history of delivering tailored, efficient applications.
- **Customer-Centric Approach:** Focused on addressing the specific pain points of logistics operations.
- **Innovative Features:** Seamless mobile enablement, advanced integrations, and dynamic billing processes.
- **Cost-Effective Implementation:** Providing an agile, scalable solution at competitive pricing

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Business Impact & ROI

- **Reduced Process Delays:** Mobile-enabled workflows decreased delays by 40%, enabling faster shipments.
- **Improved Customer Satisfaction:** Real-time tracking and enhanced communication increased customer satisfaction scores by 30%.
- **Operational Cost Savings:** Automated invoicing and streamlined workflows reduced costs by 25%.
- **Enhanced Transparency:** Barcode scanning and dashboards provided real-time insights, improving decision-making.
- **Higher Revenue Potential:** Optimized processes enabled the client to handle a 20% increase in shipment volume.