



## Freight-Forwarding Execution Platform To Maintain 360-Degree Control Across The Supply Chain

A rapidly growing new-age fulfilment and dropshipping firm for digital commerce engaged Thrymr to design and build an end-to-end freight forwarding execution platform that seamlessly integrates their core operations, analytics, back office and front office and maintains 360-degree control over end-to-end visibility across the entire supply chain.



## Problem Statement

- ◆ Our client—A leading fulfilment and dropshipping firm wanted to envisage and build a differentiated and advanced logistics solutions to improve internal process efficiency and gain deeper understanding of their customers' industries and business processes through advanced analytics capabilities.
- ◆ Our client wanted to move away from traditional transportation and warehousing mind-set to a modern fulfilment company powered by good IT that will give flexibility to respond with speed and agility to their customers' need for convenience.
- ◆ The requirement was to build a sophisticated platform capable of location intelligence, inter and intra city carting with route planner optimization and end-to-end visibility across the



## Solution and Implementation

- ◆ Thymr envisaged, designed and built a highly customizable solution with features such as integrated planning and execution engine (core operations, back-office and front-office), efficient dynamic routing algorithms, total delivered cost management and end-to-end visibility using smart reporting and predictive analytics capabilities
- ◆ Thymr's solution leveraged smart route optimization solutions, Google maps integration, and Google technology stack and other GPS locating devices
- ◆ Thymr's solution leveraged a diverse technology stack comprising of HTML5/CSS3 using Bootstrap3, Android, IOS, Posgres, nginx and OptaPlanner

## Results:

- The new freight forwarding execution solution added new dimensions to the client's capabilities to offer more comprehensive high-tech enabled services that give seamless experience , ease of access, and price transparency.
- The solution helped our client to scale to more innovative services, to more cities, to more clients in a friction-less manner.
- The solution enabled the customers to lead in the new delivery reality by better utilizing AI and ML and improved consumer delivery experiences while reducing overall delivery costs.

**Thyrmr provides progressive and wide range of quality skills and services to facilitate end to end solutions for different IT needs. We work as a strategic partner for clients, working with them in an open and honest manner to shoulder the responsibilities of various IT challenges.**