A dark, slightly blurred background image of a large truck, showing its front grille, headlights, and a side mirror. Two horizontal blue bars are positioned above and below the text blocks.

CASE STUDY

# ALPHA TRANS

Amreli, Gujarat, India

# OUTLINE OF TOPICS

## WHAT WE'LL DISCUSS

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- About Company
- Project Overview
- Pain Points
- Solution
- Facts & Figures
- Result
- Lets hear it from them
- Project Timeline
- Solution Look Over
- Contact Us

# ABOUT ALPHA TRANS

## PRIDE IN OUR WORK

Alpha Trans is a logistics-driven organisation operating across complex transportation networks, handling bulk and commercial shipments through multiple transport modes. The company manages Full Truck Load (FTL) movements while coordinating fleets, finances, and shipment execution across regions.

As Alpha's operations expanded, the need arose for a centralised, technology-driven system to manage transportation workflows, fleet utilisation, shipping modes, and financial reconciliation with accuracy and speed.



# PROJECT

# OVERVIEW

Alpha Trans required an end-to-end logistics management platform to digitise and unify its transportation, fleet, and finance processes under one system.

We partnered with Alpha to design and implement an Integrated Transport Management Solution covering Transport Management, Fleet Management, Finance, Multi-Model Shipping, and FTL operations.

The solution was built to:

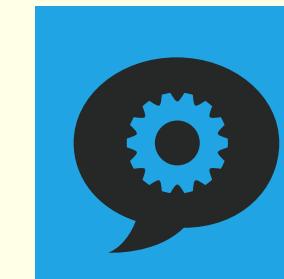
- Plan and execute transportation efficiently
- Manage owned and attached fleets with real-time visibility
- Support multi-model shipping workflows
- Streamline FTL operations from booking to delivery
- Provide complete financial control and reporting

The platform delivers operational clarity, cost transparency, and execution efficiency across Alpha's logistics network.

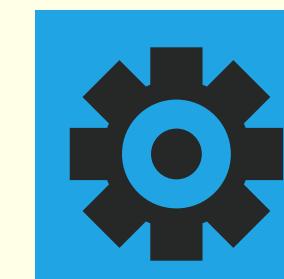
# PAIN POINTS FOR ALPHA TRANS



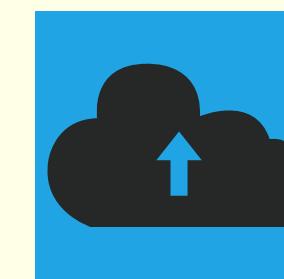
Manual planning and tracking of transport movements



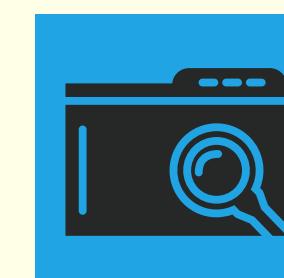
Limited visibility into fleet availability and utilisation



Disconnected systems for operations and finance



Complexity in handling multi-model shipments

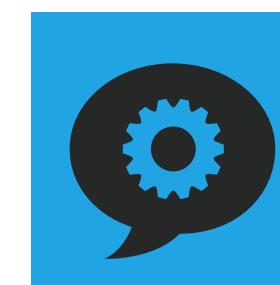


Delays in billing and settlement processes

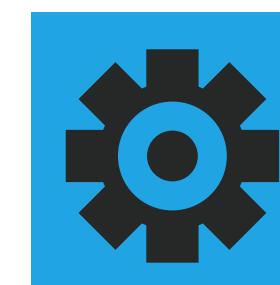
# OUR SOLUTIONS FOR ALPHA TRANS



TRANSPORT MANAGEMENT SYSTEM - Centralized shipment planning, route creation, real-time tracking, exception handling with proactive operational alerts.



FLEET MANAGEMENT - Management of owned and third-party vehicles, assignments, utilisation, maintenance, compliance, drivers, and trip tracking.



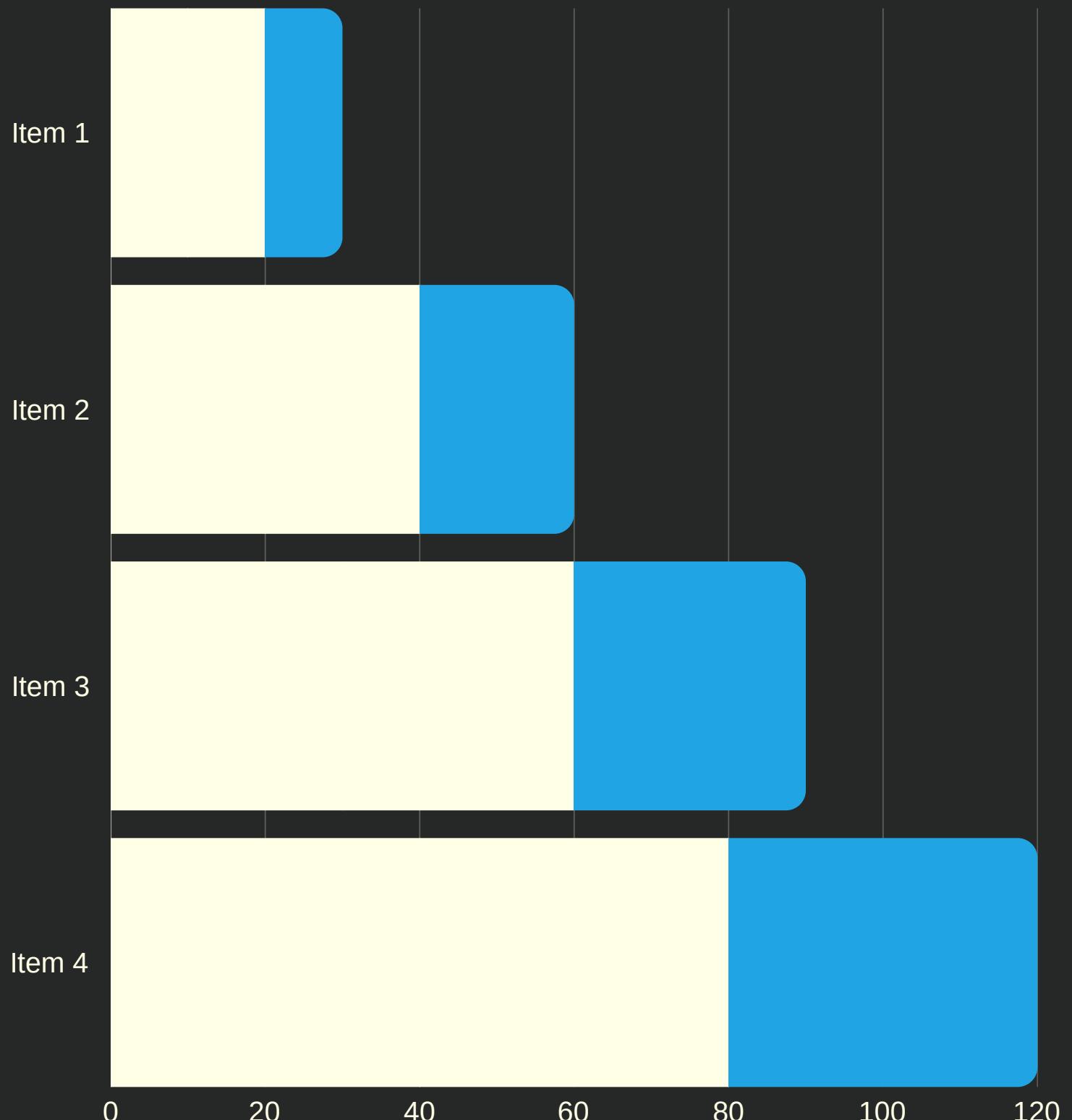
MULTI-MODEL SHIPPING SOLUTION - Single integrated platform for multi-mode transport, tracking, documentation, and partner coordination.



FTL SOLUTION - End-to-end full truckload trip management with costing, margins, performance insights, and faster reconciliation.



FINANCE & BILLING - Automated billing, expense tracking, faster invoicing, and dashboards delivering clear profitability insights.



## FACTS & FIGURES

- Improved Fleet Management Process by **55%**.
- Optimize and enhance budgeting process by **60%**.
- Reduce Monitoring Time by **75%**.
- Mobile Application For Instant Online Access Increase Productivity by **50%**.

IMPROVED FLEET  
& VEHICLE  
MANAGEMENT  
PROCESS.

---

OPTIMIZE AND  
ENHANCE  
REPORTING  
STRUCTURE.

---

## LETS HEAR IT FROM THEM

Our Fleet Management & 3PL process has improved significantly since we introduced Citta, and our management team has access to real-time, accurate data.

**Director - Mahesh Der**

# ALPHA TRANS TIMELINE

## A 5-MONTH JOURNEY



# Solution Look Over

**ALPHA TRANS** COASTAL EXIM SERVICES LLP    PIPAVAV 01/04/2024 - 31/03/2025    4:35 PM

**Dashboard** Last Login -

**Total Quotation Created (last 30 days) : 105**

- Pending Customer : 45
- Customer Approved : 40
- Customer Rejected : 20

**Total Orders (last 30 days) : 177**

- Pending : 10
- InProcess : 127
- Completed : 40

**127 Total Active Orders** Currently Active

100 FCL	27 LCL
---------	--------

**47 Total Active Trips** Today

37 InProgress	10 Completed
---------------	--------------

**110 Active Sea Shipments**

5 Total Ports Involved	45 Total Order
------------------------	----------------

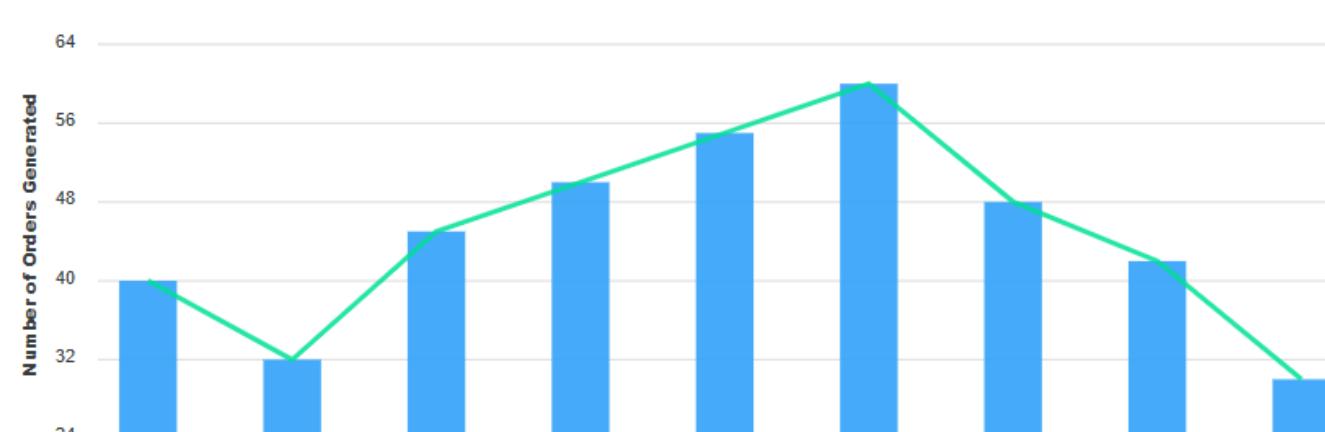
**57 Ready for Stuffing at Port**

3 Total Ports Involved	20 Total Order
------------------------	----------------

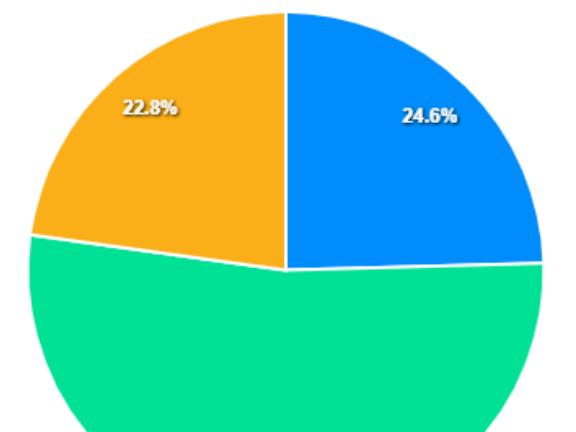
**26 Ready for Destuffing from Port**

6 Total Ports Involved	25 Total Order
------------------------	----------------

**Orders Over Time**



**Order Status Distribution**



**My Desk**

**HRMS**

**Finance**

**3PL**

**Fleet**

**Workshop**

**Alpha Trans**

# Solution Look Over

ALPHA TRANS  
COASTAL EX-IM SERVICES LLP

PIPAVAV  
01/04/2024 - 31/03/2025

4:36 PM

My Desk

HRMS

Finance

3PL

Fleet

Workshop

**Outbound Stuffing Form**  
3PL • Road • Outbound Stuffing • Outbound Stuffing Form

Order No. \*

ELL/OD/2019-20/994488 - (Mohandas - Junagadh ) - (V An...)

Pre-Vehicle Out

ABCU1234568 - 20FT HQ - Avadh Loaders - GJ14X5873 (G...)

**Order Details**

02	02	02/01/2025	Pipavav
Total Container Count	Remaining Out Container Count	Expected Empty Out Date	Loading Port/ICD
SCI	20ft HQ		
Liner	Container Size		

**Order Details**

Consignor	Loading City *	Product *	No. of LRs *
Mohandas Bodaram & Sons	Junagadh	Hydrated Lime	Enter No. of LRs
Container No. *	Transporter *	Truck No. *	Driver No. *
2	Malara T	RJ-14-8765 (Rajasthan)	Enter Driver No.
Seal No. *	Empty Out Date	Remarks	
Enter Seal No.	Enter Empty Out Date	Enter Remarks	

# Solution Look Over

PIPAVAV  
01/04/2024 - 31/03/2025

4:39 PM

Alpha Trans

**Order Form**

3PL • Order • Order Form

**Basic Detail**   **Cargo Detail**   **Operation Detail**   **Financial Detail**

Order No. ELL/OD/2019-20/994488   Order Date 14/02/2025   Order Generated By Jayesh Sharma   Order Type FCL

Order From   Customer Type   Customer

Quotation   Container Size

Preferred Mode of Operation

SR#	MODE	FROM PORT/ICD	CITY	TO PORT/ICD	SEA TRANSSHIPMENT	ACTION
1	Road	Select From Port/ICD	Select City	Select To Port/ICD	<input type="checkbox"/>	
2	Sea	Select From Port/ICD	-	Select To Port/ICD	<input type="checkbox"/>	
3	Road	Select From Port/ICD	Select City	Select To Port/ICD	<input type="checkbox"/>	

# Solution Look Over

ALPHA TRANS  
COASTAL EXIM SERVICES LLP

PIPAV 01/04/2024

Flatbed Trucks  
GJ 01 BH 5412

Active

Fleet

- Trip Management
- Vehicle
- Driver
- Settings

Basic Vehicle Information

Vehicle Id	1HGCM82633A123456	Vehicle Category	Container Trucks	Vehicle Type	Flatbed Trucks
Make & Model	Nissan Altima	Year of Manufacture	2020	Ownership Type	Leased
Vendor Name	Turn India	Licence Plate Number	7HJK421	Vehicle Identification Number	1FTFW1ET0EKD12345
Vehicle Color	Gray	Active	Yes	Blacklist	No
Blacklist Reason					

Vehicle Specifications

Gross Vehicle Weight Rating (in kg or tons)	11,800 kg	Max Payload Capacity (in kg or tons)	12,800 kg	Container Compatibility	Standard
Fuel Type	Petrol	Mileage (Fuel Efficiency)	32 MPG	Number of Axles	3
GPS Enable	Yes				

Dimension (Ft)

Length	134	Height	456	Width	125
CFT	765				

GPS and Tracking Information

GPS Tracking Device ID	GPS00025	Telematics Enabled	Yes
------------------------	----------	--------------------	-----

Driver Detail

SR#	DRIVER NAME	CONTACT NO.	EMAIL ADDRESS	NOTES	PRIMARY DRIVER	ACTION
-----	-------------	-------------	---------------	-------	----------------	--------

Search... ADD

ACTIONS

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# Solution Look Over

4 PIPAVAV 01/04/2024 - 31/03/2025

Enter Issue Id Enter Reported Date Enter Summary Select Reported By Enter Overdue Date Select Status Select Assigned To Alpha Trans

4:40 PM

My Desk HRMS Finance 3PL Fleet Workshop

ALPHA TRANS COASTAL EXIM SERVICES LLP

Workshop

Parts Service Complain Inspection Work Order Final Inspection Service Tasks Service Programs Part Transfer Part Repair

Add Work Order

Workshop • Service • Work Order • Add Work Order

Service Tasks Labour Parts Parts Return

Add Service Task

Engine Oil & Filter Replacement

Engine Oil & Filter Replacement

Add Labour Add Part

Description Service Charge Upload Docs

Enter Note ₹ 1,300 Choose File No file chosen

Labour Details

SR#	LABOUR	HR	RATE	AMOUNT	ACTION
1	Rahul Patel	1.00	₹ 800	₹ 550	

Part Details

SR#	PART	QTY	COST	AMOUNT	ACTION
1	Brake Pad Set	1.00	₹ 800	₹ 550	

Service Charges ₹ 0.00  
Labour ₹ 0.00  
Parts ₹ 0.00  
Total: ₹ 0.00

# CONTACT US

## FOR QUESTIONS, COMMENTS, AND MORE INFO

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