
CASE STUDY

ALPHA TRANS

Amreli, Gujarat, India

OUTLINE OF TOPICS

WHAT WE'LL DISCUSS

About Company
Project Overview
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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.

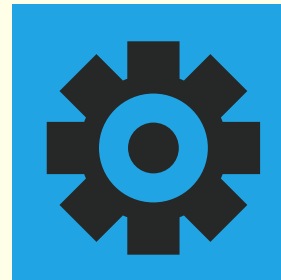
PAIN POINTS FOR ALPHA TRANS



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

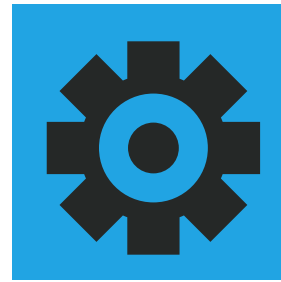
FOR ALPHA TRANS



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.



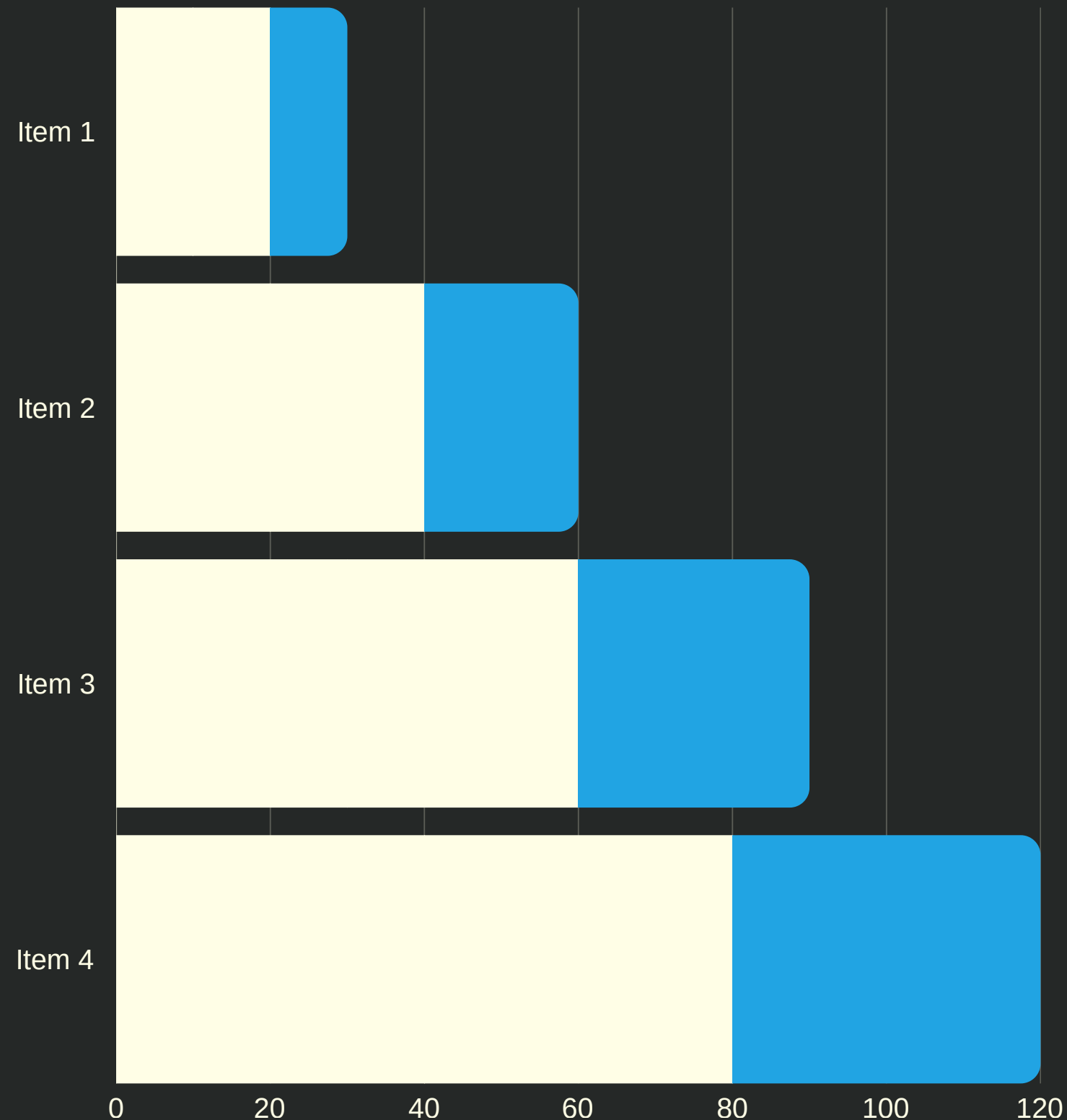
FTL SOLUTION - End-to-end full truckload trip management with costing, margins, performance insights, and faster reconciliation.



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
& VEICHEL
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.

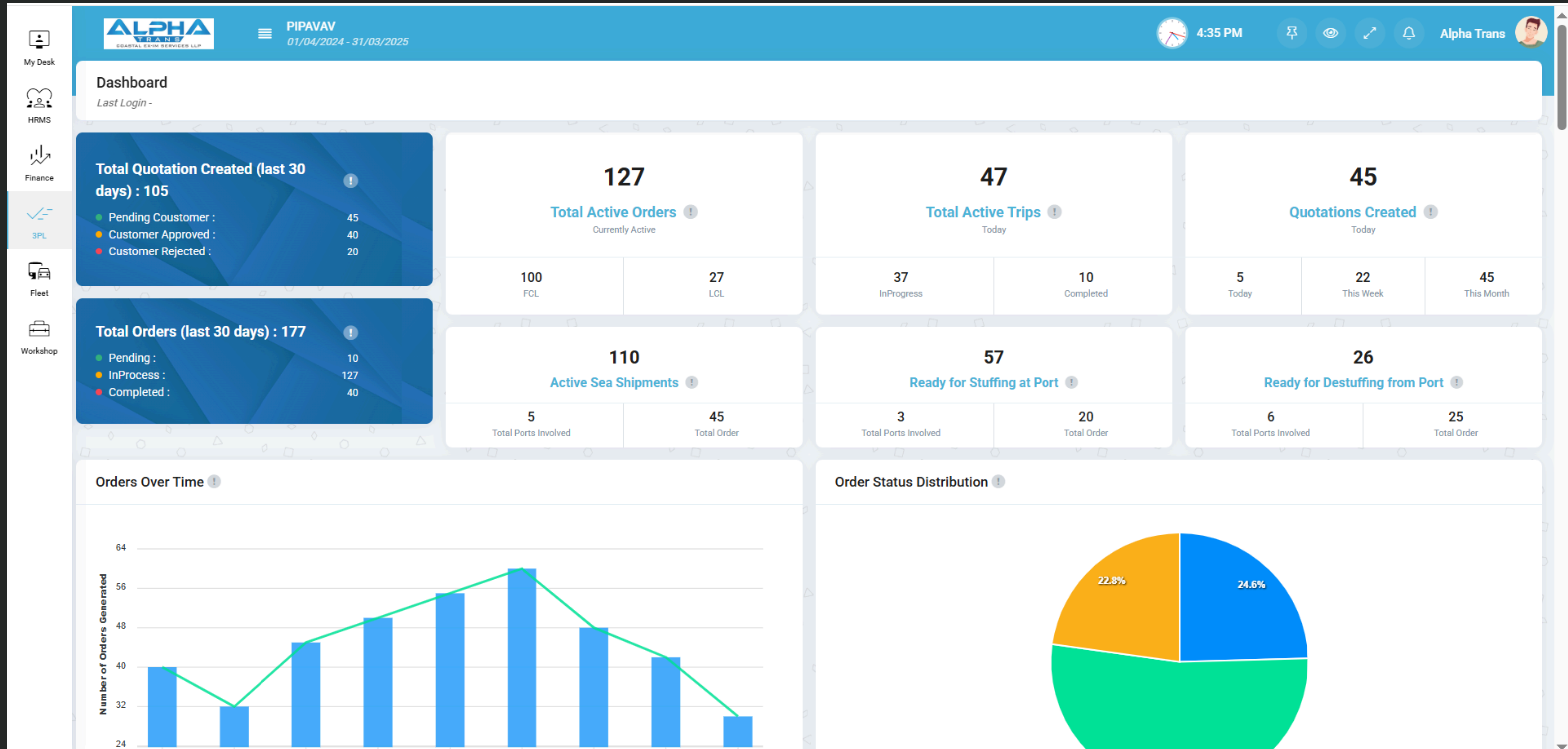
Director - Mahesh Der

ALPHA TRANS TIMELINE

A 5-MONTH JOURNEY



Solution Look Over



Solution Look Over

My Desk

HRMS

Finance

3PL

Fleet

Workshop

ALPHA TRANS

PIPAVAV

01/04/2024 - 31/03/2025

4:36 PM

Alpha Trans

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

Total Container Count

02

Remaining Out Container Count

02/01/2025

Expected Empty Out Date

Pipavav

Loading Port/ICD

SCI

Liner

20ft HQ

Container Size

Order Details

Consignor

Mohandas Bodaram & Sons

Loading City *

Junagadh ▾

Product *

Hydrated Lime ▾

No. of LRs *

Enter No. of LRs

Container No. *

2

Transporter *

Malara T ▾

Truck No. *

RJ-14-8765 (Rajasthan) ▾

Driver No. *

Enter Driver No.

Seal No. *

Enter Seal No.

Empty Out Date

Enter Empty Out Date

Remarks

Enter Remarks

Solution Look Over

My Desk

HRMS

Finance

3PL

Fleet

Workshop

ALPHA

COASTAL EX-IM SERVICES LLP

PIPAVAV

01/04/2024 - 31/03/2025

4:39 PM

Alpha Trans

3PL

Dashboard

Quotation

Order

Road

Sea

Warehouse

Other Charges

Settings

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

LCL

Order From

Select Order From

Customer Type

Select Customer Type

Customer

Select Customer

Quotation

Select Quotation

Container Size

Select Container Size

Preferred Mode of Operation

Add

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

Solution Look Over

My Desk

HRMS

Finance

3PL

Fleet

Workshop

ALPHA TRANS

01/04/2024

Fleet

Trip Management

Vehicle

Driver

Settings

Flatbed Trucks

GJ 01 BH 5412

Active

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 12,800 kg or tons)	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
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Driver Detail

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

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Solution Look Over

My Desk

HRMS

Finance

3PL

Fleet

Workshop

ALPHA TRANS

01/04/2024 - 31/03/2025

Workshop

Service

Complain

Inspection

Work Order

Final Inspection

Service Tasks

Service Programs

Part Transfer

Part Repair

4

Enter Issue Id

Enter Reported Date

Enter Summary

Select Reported By

Enter Overdue Date

Select Status

Select Assigned To

Alpha Trans

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

Part Details

SR#	LABOUR	HR	RATE	AMOUNT	ACTION
1	Rahul Patel	1.00	₹ 800	₹ 550	<div></div>

SR#	PART	QTY	COST	AMOUNT	ACTION
1	Brake Pad Set	1.00	₹ 800	₹ 550	<div></div>

Service Charges

Labour

Parts

Total:

₹ 0.00

CONTACT US

FOR QUESTIONS, COMMENTS, AND MORE INFO

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