

CASE STUDY

LOGISTICS SAAS SCALES WITH EMBEDDED BI

SEE HOW A FAST GROWING LOGISTICS SAAS PLATFORM PROVIDER SERVING 3PL PROVIDERS, DISTRIBUTORS, AND WAREHOUSING NETWORKS IS TRANSFORMING CUSTOMER EXPERIENCE AND OPERATIONAL EFFICIENCY WITH EMBEDDED BI

White-Labeled
Dashboards



Real-Time KPI
Monitoring



Natural Language
Queries



Multi-Tenant
Architecture



Limited Operational Visibility in Logistics SaaS

A mid-market logistics SaaS platform serving 3PL providers and warehousing networks faced a critical challenge: **limited operational visibility** for both internal teams and their customers. The platform lacked real-time insights into key performance metrics, forcing users to rely on manual reporting processes and fragmented data sources.

This visibility gap created significant operational friction. Customers couldn't optimize delivery performance, warehouse utilization, or SLA compliance without timely data. Internal teams were overwhelmed with ad-hoc reporting requests, creating bottlenecks that slowed decision-making across the organization.

Key Pain Points



No Real-Time KPI Dashboards

Customers lacked access to live performance metrics, forcing reliance on delayed reports



Manual Reporting Dependency

High dependency on BI teams created bottlenecks and slowed time-to-insight



Limited Analytics Features

Basic reporting capabilities reduced platform differentiation in competitive market

Our customers needed self-service analytics capabilities, but building this in-house would have required 6+ months of engineering resources. We needed a solution that could be deployed quickly without diverting our core product team.”

— VP of Product, Logistics SaaS Company

How We Solved the Visibility Challenge

When this mid-market logistics SaaS platform approached us, their customers — a network of 3PL providers and warehousing operators — were flying blind. We embedded **Analytify AI** directly into their product as a white-labeled analytics layer, transforming fragmented operational data into real-time, actionable intelligence without pulling a single engineer from their core roadmap.

Our platform integrated seamlessly into their existing environment, giving their customers instant access to the performance metrics they needed — all within the familiar interface they already used. Within weeks of deployment, our client had moved from manual, ad-hoc reporting to a self-service analytics experience that reduced BI team burden and elevated the platform’s competitive positioning.

01

White-Labeled Dashboards

We delivered fully customizable, branded dashboards — giving each 3PL provider a unified view of operational performance tailored to their specific workflows and brand identity, all powered by our platform.

02

Real-Time Logistics KPIs

Our platform surfaced the metrics that mattered most — on-time delivery rates, warehouse utilization, order fulfillment accuracy, and inventory turnover — updated in real-time, directly within the client’s product.

03

Natural Language Queries

We eliminated the BI bottleneck entirely. Our NLP engine lets end-users ask complex operational questions in plain English and receive immediate, data-driven answers — no analyst required.

04

Secure Multi-Tenant Architecture

Our infrastructure ensured complete data isolation for every tenant on the platform — giving our client the confidence to scale their customer base without compromising security, privacy, or compliance.

By embedding **Analytify AI**, our client transformed their platform from a basic data aggregator into an intelligent operational hub. Their customers gained proactive, self-service analytics from day one — and our client gained a meaningful competitive advantage without diverting their engineering team.



Measurable Impact & Strategic Value

The implementation of the embedded AI-powered analytics solution delivered immediate and profound benefits, translating directly into tangible operational improvements and significant strategic advantages for our client and their 3PL partners.

80%

Reporting Reduction

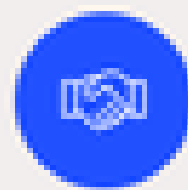
Reduction in manual reporting tasks

90%

Faster Insights

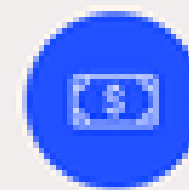
Accelerated access to critical operational data

These efficiency gains laid the foundation for broader business transformation, fostering a data-driven culture and unlocking new avenues for growth and competitive differentiation.



Increased Customer Engagement

Improved satisfaction and stickiness through self-service insights and performance transparency.



New Monetization Opportunities

Ability to offer premium analytics features and data-driven consulting services to clients.



Enhanced Competitive Position

Differentiated product offering in a crowded market, attracting and retaining top-tier 3PL providers.