

Replacing Legacy Software with a Cutting-Edge Mobile App for 150,000 Truck Drivers

Company Overview

For over 25 years, a consulting organization has been providing business consultation, accounting, bookkeeping, and tax services to help their network of 150,000 truck drivers operate their businesses successfully.

The Challenge

Despite their longstanding success, the company had not fully invested in creating a unified user experience for their clients. Outdated technology led to inconsistent experiences across mobile and web applications, reducing engagement and retention. Fragmented systems also limited the range of services offered, and large volumes of data stored in a legacy platform posed compliance and storage risks. The company set out to modernize its technology stack and create a custom, cohesive platform for both mobile and web users with the help of LaunchPad Lab.

The Approach

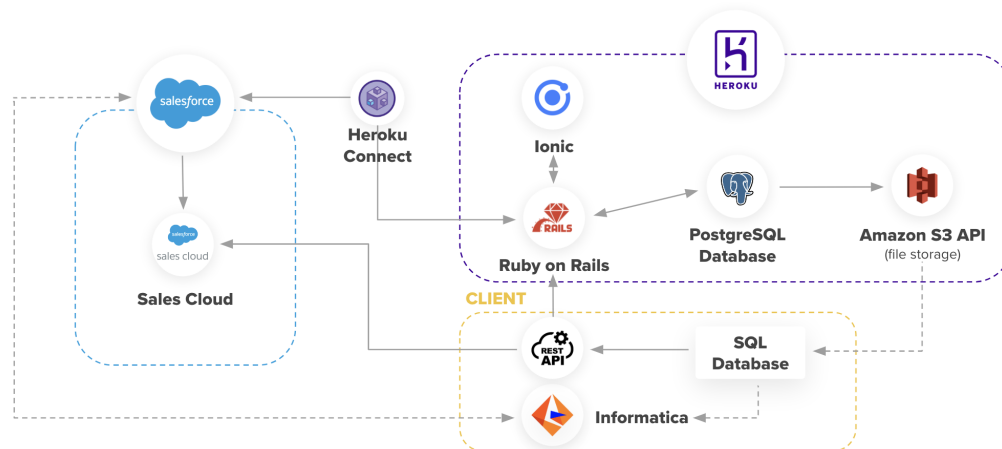
As a first step, a Blueprint Workshop was facilitated to assess risk and determine the project roadmap. To provide a seamless and consistent user experience across web and mobile, the project prioritized smooth and compliant data integration with Salesforce. Heroku was selected to speed up development, while Ionic simplified the UX design, offering a unified codebase across platforms.

Pain Points

- ✗ Outdated, legacy software
- ✗ Disconnected user experiences
- ✗ Fragmented systems
- ✗ Data storage risks

Product Requirements

- ✓ Modern tech stack (Heroku/Ionic)
- ✓ Elevated mobile-friendly UX/UI
- ✓ Data compliance
- ✓ Salesforce integration



Delivering a Unified Mobile Application to Run Daily Operations On-the-Go

The Solution

The new mobile app helped improve the daily operations for hundreds of thousands of users managing their businesses.



With the ability to manage finances on the go, users can streamline their record-keeping processes more efficiently.



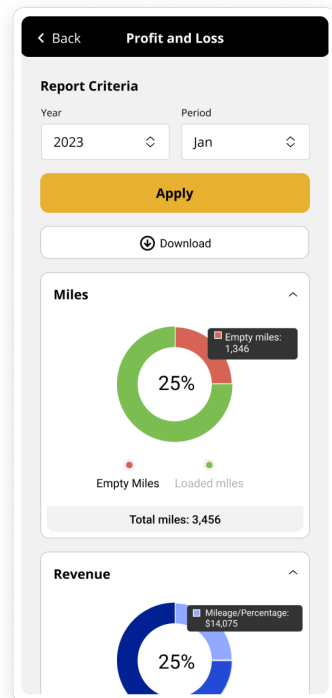
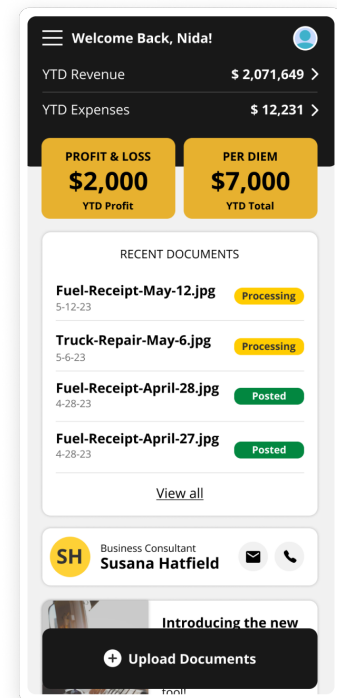
By entering certain variables and financial data, drivers can create mock-ups to better forecast profit and loss.



Users can easily access quarterly tax reports on any device.



And even track per diem expenses in real time.



The Results

The new application and features now provide a modern user experience for hundreds of thousands of business owners no matter where they are.

- ✓ Modern mobile-friendly app
- ✓ Reduced dependency on third-party apps
- ✓ Lowered technical debt risks
- ✓ Streamlined ops, lowering costs
- ✓ Salesforce integration

“Working with LaunchPad Lab to re-dream and re-build how our clients interface has been a great experience. We needed a modernized and unified tool that is flexible and responsive across most any type of device, and makes it easy to access key business information and securely send sensitive business documents to us. LaunchPad Lab designed a blueprint for us and delivered the ATBS Client Hub on-time and on-budget.”

