

**simplyput.**

**Simplify. Automate. Integrate.**

We are Leaders in Defining, Driving and Delivering Cost Effective, On-Time, On-Budget Successful Programs and Projects.

## Organizational Transformation - Target - Operating Model Design and Deploy

### Client Background

A \$1.5B PE-owned transportation and logistics company with operations spanning North America and Europe.

### Challenge

Transitioning from family ownership, the company struggled with limited visibility and inefficiencies caused by years of underinvestment in digital and data technologies:

- Highly manual processes slowed decision-making and operations
- Fragmented, non-integrated platforms created complexity across the business
- An aging IT workforce was unable to manage hundreds of inherited applications from a series of acquisitions
- The PE owner sought both to extract business value and to position the company for a successful sale (achieved two years later at a highly favorable outcome)

### Solution

SimplyPut Consulting designed and led a comprehensive Transformation Program, including:

- Target Operating Model (TOM) design and deployment for process standardization and simplification
- Technology and application architecture review and selection
- Implementation of a common ERP to unify operations
- Quick-strike analytics and data lake initiatives to rapidly unlock value
- Organization design to align talent with strategy
- Development of an acquisition integration playbook for future growth

### Outcome

- Simplified, standardized processes with clear roles, metrics, and headcount efficiencies
- Delivered \$30M recurring EBITDA improvement in year one
- Migrated to a cloud-based, simplified IT and ERP landscape
- Achieved millions in savings through quick-strike initiatives
- Provided dramatically improved Board visibility via interim and permanent analytic solutions
- Delivered a repeatable playbook for future acquisition integration

### Impact

The client emerged as a digitally enabled, operationally streamlined organization, with measurable financial improvements and scalable processes. The transformation not only generated immediate EBITDA value but also maximized exit readiness, resulting in a highly successful sale just two years later.