



RAYBLAZE



ektruck®

Redefining the Future of Logistics

Powering India's First Unified Trucking Platform



www.rayblaze.com

Rayblaze partnered with ektruck to design, build, and implement AI-enabled logistics technology that transforms transport operations. As ektruck technology partner, Rayblaze helped architect and deliver a self-learning, data-driven platform that unifies truckers, fleet owners, shippers, and enterprise systems to automate decision-making and improve operational efficiency using artificial intelligence, machine learning, and IoT.

Business Impact

By replacing fragmented, manual workflows with a unified digital platform, ektruck achieved measurable improvements across operations. Centralised execution enabled smoother handling of B2B, B2C, and B2B2C transactions, while real-time visibility across the fleet lifecycle significantly reduced delays, leakage, and operational risk. Route optimisation, fuel and tyre management contributed to better cost control and higher asset utilisation.

Operational Efficiency

Transitioned from fragmented manual processes to a centralized SaaS-based ERP, enabling seamless execution of B2B, B2C, and B2B2C transactions.

Real-Time Visibility

Achieved 100% visibility into the fleet lifecycle—from lot allocation and gate-out to transit and final proof of delivery (POD)—reducing theft and delay risks.

Optimized Costs

Leveraged route optimization and fuel/tire management modules to lower operational expenditures and improve fleet utilization.

Enhanced Decision Making

Enabled data-driven decisions through comprehensive MIS (Management Information System) reporting and real-time event streaming.

The Client

ektruck

ektruck, headquartered in Bengaluru, India, is focused on fundamentally transforming the trucking and logistics industry through technology-led innovation. Operating largely behind the scenes, ektruck manages critical fleet, transportation, and supply chain functions that support the daily movement of essential goods. Its versatile business model spans end consumers, enterprises, and intermediary partners, with technology at the core of its operations.

The Challenge

The trucking ecosystem is traditionally fragmented, with limited transparency, manual controls, and disconnected stakeholders. As an AI-focused logistics technology provider, the client faced the dual challenge of solving **core industry fragmentation** while **embedding advanced intelligence** into the product itself.

- ✓ **Real-time visibility** across vehicles, trips, and driver behavior using IoT and telemetry.
- ✓ **Predictive insights** and automated exception handling through machine learning rather than manual supervision.
- ✓ **Smart decision automation** for route optimization, fuel monitoring, and compliance across diverse transport scenarios.
- ✓ **Enterprise-grade integration** that ensured seamless data exchange with SAP, Oracle, Microsoft Dynamics, and other ERPs for automated workflows and billing.

This meant building not just a digital platform, but a **self-learning, scalable AI engine** capable of delivering real-time, actionable intelligence at enterprise scale

The Solution

We helped build India's first unified trucking platform — a SaaS-based ERP bringing fleet owners, shippers, and drivers onto one system. It delivers end-to-end fleet operations, instant freight sourcing with real-time tracking, driver apps for e-POD, and a digital load board for efficient matching.

An AI-driven control tower powers predictive routing, driver safety insights, dynamic pricing, and seamless ERP integrations, enabling faster decisions and tighter operational control.

Intelligent Control Tower

Unified dashboards with AI-powered KPIs, anomaly detection, and automated alerts for delays, deviations, and fuel usage.

Predictive Route Optimization

Machine learning models that factor in traffic, weather, and historical patterns to suggest efficient routes.

Driver Intelligence and Safety

Algorithms to monitor driver behavior and flag risky actions like fatigue, over speeding, and unsafe manoeuvres.

Dynamic Freight Pricing and Load Matching

AI-driven load matching that connects shippers and truck owners based on real-time availability and pricing signals.

Seamless Enterprise Integration

API-driven connectivity with major ERPs for automated order-to-billing workflows.





The Support

Beyond core development, Rayblaze delivered an end-to-end architectural foundation to ensure availability, scalability, and long-term performance. The platform was seamlessly integrated with finance systems to enable accurate, automated billing and invoicing. Security and compliance were strengthened through geofencing and regulatory monitoring capabilities. End-to-end lifecycle management was implemented to track vehicles and assets from allocation through delivery, ensuring full operational accountability.

The Technology

To support high transaction volumes and real-time logistics data, a modern and resilient technology stack was deployed. The web platform and APIs were built using Laravel and .NET to ensure secure and scalable integrations. Mobile applications were developed using Java and Kotlin to deliver a reliable Android experience. Real-time event processing and tracking were enabled through Golang and Kafka, while backend services leveraged .NET and Golang for performance and reliability. Data storage and scalability were handled using MySQL, Azure SQL, and MongoDB.



Testimonial

Since 2018, Rayblaze has been an integral technology partner for our team, consistently delivering solutions on time and handling complex requirements with clarity and commitment. The team's technical depth, combined with strong leadership and a customer-first approach, has played a key role in bringing our platform to life.

Rajesh Nair
Founder, ektruck



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