

CASE STUDY



How VirtualViewer's Efficient Image Access Helped Manitoulin Transportation Stay on the Move

Manitoulin Transport, one of Canada's largest freight management providers, invests heavily in the specialized technology, resources, and equipment necessary to slice through the complicated supply and distribution chains many businesses struggle with daily. Providing a host of transportation options to an extensive customer base throughout Canada, Manitoulin's core competencies include expedited ground service, international freight forwarding, customs brokerage services, cross border US/Canada expedited ground, warehousing, and distribution, and logistics supply chain management.

OVERVIEW

In 2005, Manitoulin faced a document management crisis. They needed to provide customers with better tools for checking their shipping order status. To address this issue, Manitoulin enhanced their web portal for customers to retrieve and view scanned documents including, bills of lading, proofs of delivery, and invoices. Shortly after its launch, the portal was accommodating over 35,000 visits per month.

However, one major issue remained. The document viewer integrated into Manitoulin's web portal was difficult to install and loaded images slowly. Calls to technical support increased rapidly as customers began using the online portal, quickly inundating the support team with requests to walk users through the viewer installation and operation process. The situation proved time-consuming and costly, slowing support staff response time and making it difficult to service other customer support issues.

Manitoulin understood the importance of quickly eliminating calls from frustrated customers confused about viewing images. They needed an application that would provide a seamless viewing experience and scale to accommodate more additional users without requiring any installation on the customer side.

CHALLENGES

While the company recognized the problem, solving it presented some problems. Developing a solution in-house to speed up viewing and eliminate the need to download a dedicated viewer called for a level of expertise that was far outside Manitoulin's core business. Rather than sinking development and engineering resources into building a new viewer from scratch, the company instead set out to find a robust imaging integration that could help customers access important records over the web quickly and easily.

Manitoulin already had an established infrastructure to track their shipping operations, including a web portal that integrated data from various systems and provided customers with an overview of their shipping orders, so they needed a solution that would integrate seamlessly with that system without disrupting the user experience.

"We needed an application that wouldn't interfere with the systems we already had in place," Tim Lalonde, IT director for Manitoulin, recalls. "Whatever integration we chose had to fit nicely into our existing backend. It was important to find a partner who recognized our needs as a business and could propose the technical solution that would solve our problems."



VirtualViewer is a phenomenal application. It's faster and cleaner than any of our previous viewing solutions."

TIM LALONDE,
IT DIRECTOR, MANITOULIN

After evaluating several potential viewing alternatives, the company turned to VirtualViewer. As a purely Java-based HTML5 viewer, VirtualViewer made it possible to retrieve, display, and manipulate documents and images through any web browser. Since all high-speed document and image processing is performed on the server, VirtualViewer speeds up and simplifies viewing by eliminating the need for the end user to install anything on their computer.



RESULTS

VirtualViewer's flexible architecture made it easy to implement and deploy without disrupting existing operations. The immediate results were both positive and readily apparent. "Since we switched over to VirtualViewer, we haven't had to answer any calls from our customers about how to access images through our portal," Lalonde says. The integration yielded multiple benefits for Manitoulin. Firstly, it increased customer adoption of the web portal as their primary means of monitoring their shipments, which had previously been a time-consuming and cumbersome process. With rapid access to documents enabled by VirtualViewer, customers were better able to access information about their shipments and manage their inventory across their supply chains.

Eliminating calls for technical support also freed up resources that could be dedicated to expanding Manitoulin's services and capabilities, knowing that their customers had a reliable, self-service platform to track their shipments. The implementation of VirtualViewer also enabled the company's IT team to perform an infrastructure upgrade that had been impeded by the legacy viewing application.

Thanks to the enhanced capabilities of VirtualViewer, Manitoulin was able to streamline its operations and make customer workflows even more efficient. This, in turn, helped to increase operational efficiency and improve the company's bottom line.

ABOUT MANITOULIN TRANSPORT

Manitoulin Transport has the most extensive transportation network in North America, making it easy to provide dependable on-time delivery and faster transit times. Sustained by 60 years of experience, Manitoulin developed the transportation knowledge that is relied on and trusted by clients in various industries. Manitoulin's command of the transportation industry, together with its progressive technology, innovative equipment fleet and cross Canada locations can ship your world confidently.

As a single-source carrier, Manitoulin offers a wide array of trucking services including expedited less than truckload and truckload, trans-border, intermodal, private fleet, guaranteed service, temperature-controlled, dangerous goods, and supply chain management.

Learn more at
www.manitoulintransport.com

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