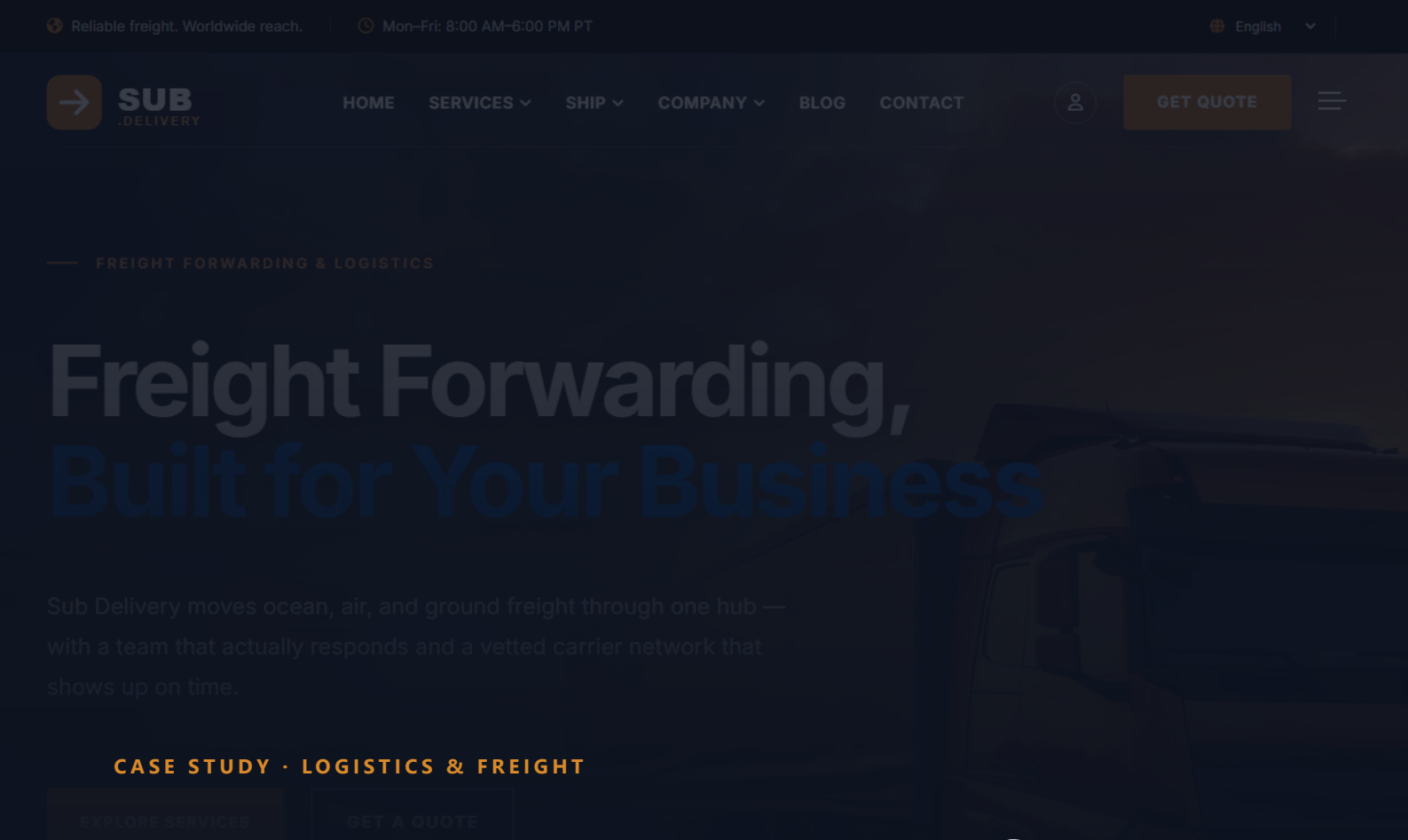


CASE STUDY · LOGISTICS & FREIGHT

Sub Delivery: one platform for quoting, tracking and running a freight brokerage

How a Bay Area freight forwarder replaced scattered email, spreadsheets and phone calls with a single branded customer site and operations back office.

OVERVIEW

The client

Sub Delivery is an asset-light freight brokerage headquartered in Atherton, California. It moves ocean, air and ground freight through its Port of Oakland hub and also offers customs clearance and warehousing. It does not own trucks or vessels; it wins on responsiveness and the quality of its carrier network.

5
service lines, each with its own rate card

9
site languages, auto-selected by visitor country

24/7
quote requests, tracking and chat, even outside office hours

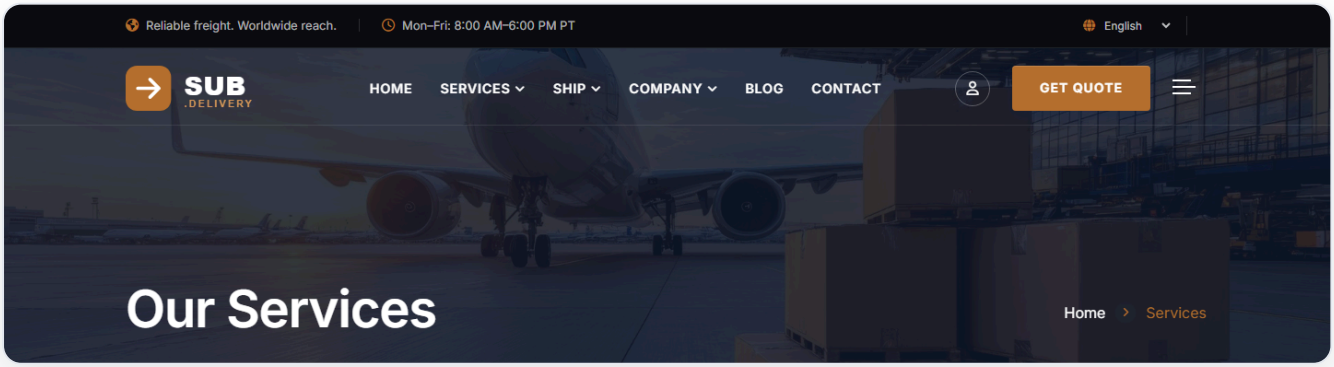
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back office for shipments, mail, billing and staff

The challenge

For a brokerage, the customer's first impression is speed: how fast do I get a price, and can I see where my cargo is? Sub Delivery needed to:

- **Answer quote requests quickly** across ocean, air, land, customs and warehousing, each priced differently (per kg, per day, flat fee).
- **Give customers self-service tracking** so the team stops fielding "where is my shipment?" calls and emails.
- **Serve international shippers** in their own language without maintaining separate sites.
- **Run operations from one place:** shipments, documents, invoices, customer conversations, email and campaigns.
- **Keep control of security and costs,** with no per-seat SaaS fees and no customer data in a third-party tool.

> "Freight forwarding, built for your business." The brief was a site and back office that feel like a custom-built logistics company, not a template.



Services page on the live site, covering ocean, air, land, customs and warehousing.

THE SOLUTION

The script, or a custom build

A logistics business can reach a platform like this by two routes. Sub Delivery shows what each one contains, so you can decide which fits.

ROUTE 1

The Sub Delivery script

The ready-made platform, installed and configured for your company:

- Public marketing site with services, pricing, network, blog, careers, FAQ and legal pages
- Online quote form and shipment tracking by tracking number
- Customer account area with passwordless sign-in links
- Admin back office: shipments, status events, documents, invoices
- Support inbox, sent-mail log and email templates
- Automatic backups and scheduled background jobs

Best for: going live fast with a tested feature set and predictable cost.

ROUTE 2

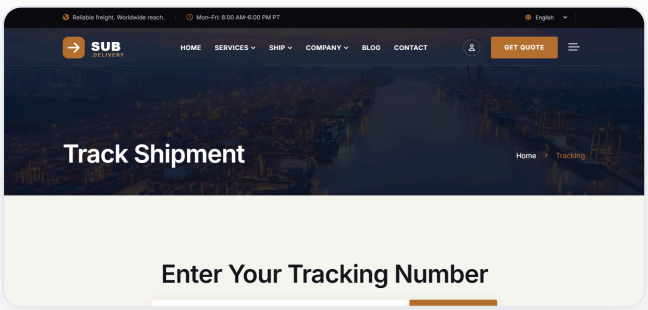
A custom-built platform

Built or extended around your own pricing, markets and workflow:

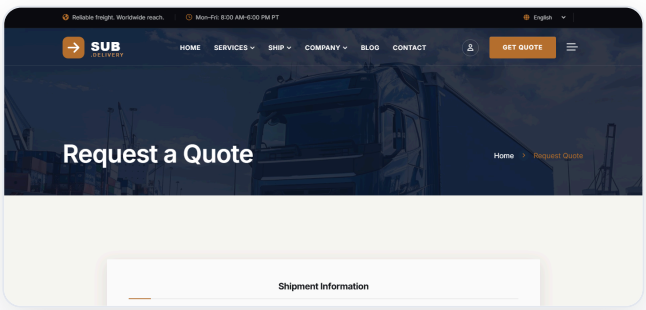
- Rate cards and quote logic that match how you really price
- Branding, copy and photography for your region and hub
- 9-language site with automatic language by visitor country
- AI chat assistant that captures leads and logs every conversation
- Stripe payments and Twilio SMS notifications
- Inbound email handling and bulk campaigns to subscribers
- Public tracking API with API keys for partners

Best for: a business with its own workflow that off-the-shelf software does not fit.

What the customer sees



Self-service tracking: enter a number, see the shipment's status history.

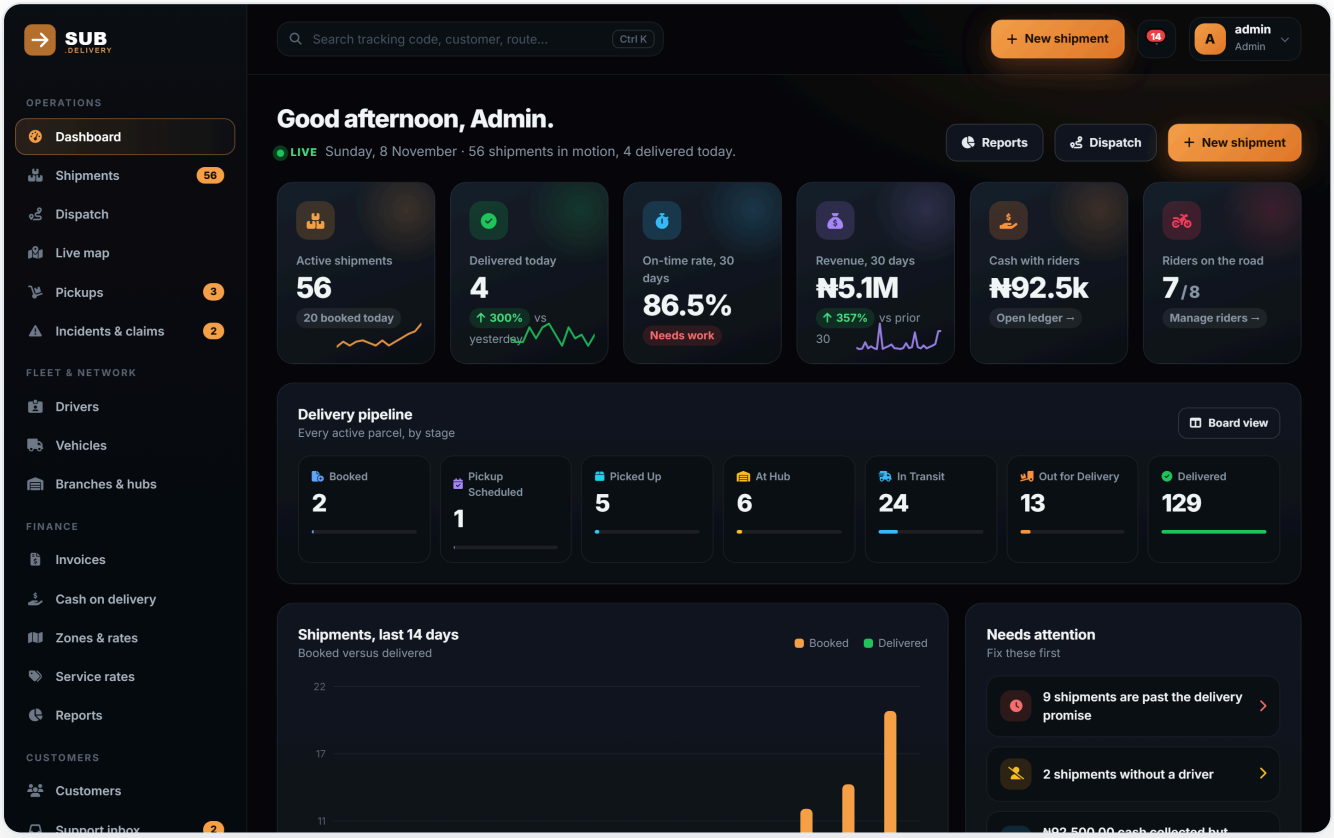


Quote request form, routed straight into the admin leads inbox.

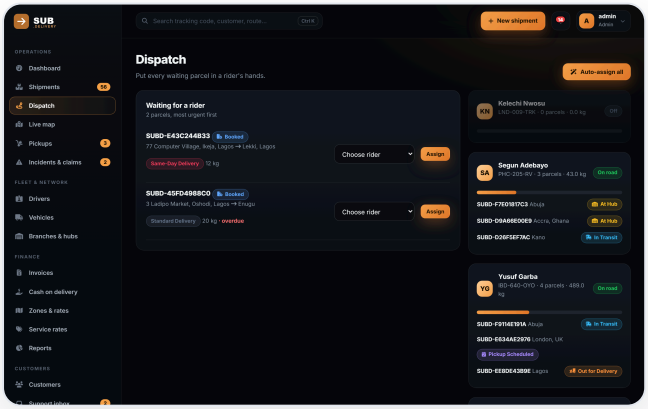
DASHBOARDS

A back office built for daily operations

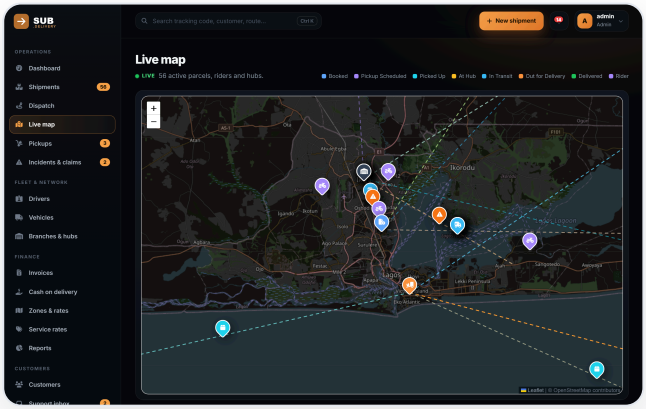
Staff work from a dark, fast operations console that shows what needs attention first, then lets them act in one or two clicks.



Operations dashboard: active shipments, delivered today, on-time rate, 30-day revenue, delivery pipeline by stage and a "needs attention" list. Sample data shown.



Dispatch: waiting parcels on the left, riders and their loads on the right, with one-click auto-assign.

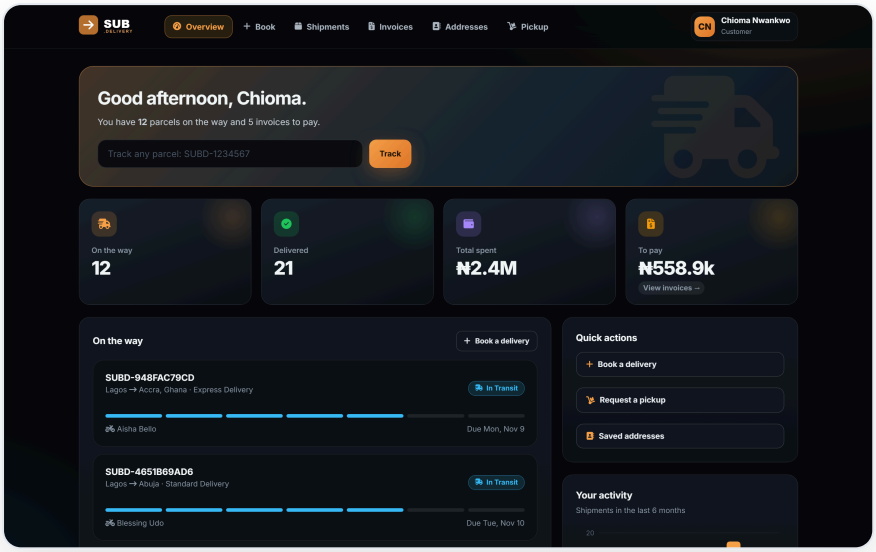


Live map of riders and parcels in motion.

- **Shipments:** list and board views, full shipment page with timeline, documents, waybill printing and bulk import.
- **Fleet & network:** drivers, vehicles, branches and hubs, pickups, incidents and claims.
- **Finance:** invoices, cash-on-delivery ledger, zones and rates, service rates and reports.

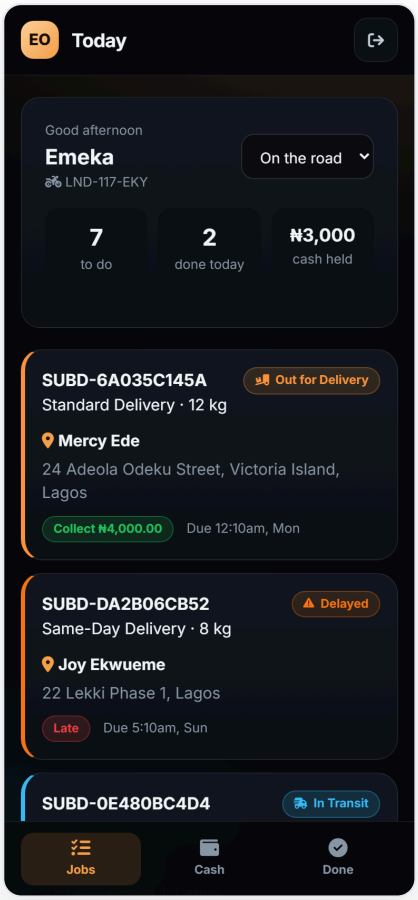
CUSTOMER PORTAL, RIDER APP AND INSTALLATION

Every user gets their own view



Customer portal: shipments, status and booking in one place. Sample data shown.

- **Customers** sign in, book shipments, track them and pay online.
- **Riders** use a phone-friendly app to see their jobs, update status and capture proof of delivery.
- **Staff** get role-based access with two-factor sign-in.

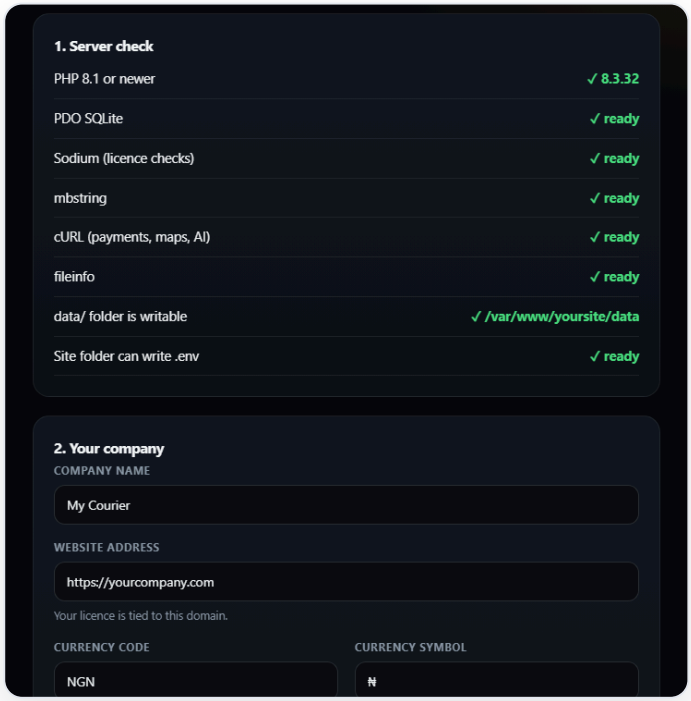


Rider app on a phone.

Installation in minutes

The platform installs itself through a guided web installer. No command line and no database server to configure.

1. **Upload** the files to ordinary PHP hosting.
2. **Open the installer** in a browser. It checks the server (PHP version, extensions, writable folders).
3. **Enter** the company name, website address, currency and administrator login.
4. **Done:** the database is created and the installer locks itself.
5. **Add one scheduled job** for emails and backups, then connect payments and email in Settings.



CAPABILITIES DELIVERED

What Sub Delivery runs on today

Area	What it does for the business
Quoting	Visitors request a quote 24/7. Each request lands in the admin with the visitor's details; staff reply from the built-in inbox.
Tracking	Customers look up a shipment by number and see its event history, with no phone call needed. Partners can pull the same data through the tracking API.
Operations	Create and edit shipments and parcels, post status events, attach documents, and issue invoices from one admin area.
Customer accounts	Customers sign in with an emailed link (no password to forget) and see their own shipments.
Communication	Support inbox, outbound mail log, email templates, bulk campaigns with a send queue, unsubscribe handling, optional SMS.
Lead capture	An AI chat assistant answers common questions around the clock and turns conversations into leads, with a full chat history for staff.
Global reach	9 languages including Spanish, French, German, Portuguese, Chinese, Japanese, Korean and Arabic, selected automatically by visitor country.
Payments	Stripe and Paystack checkout with webhook handling, so customers can pay invoices online.
Staff & security	Role-based access (admin and support staff), two-factor sign-in (TOTP), encrypted stored credentials, scheduled backups.
SEO & content	Blog, sitemap, robots file and per-page metadata, so the site can be found for freight searches.

Why the approach mattered

- **Speed to launch:** the script route means you are not waiting months of development before taking enquiries.
- **Fit:** a custom build means pricing, languages and workflow match your business instead of forcing it to match the software.
- **Ownership:** you host and own the platform: no per-user licence fees and no customer data held by a third-party SaaS vendor.

TECHNOLOGY

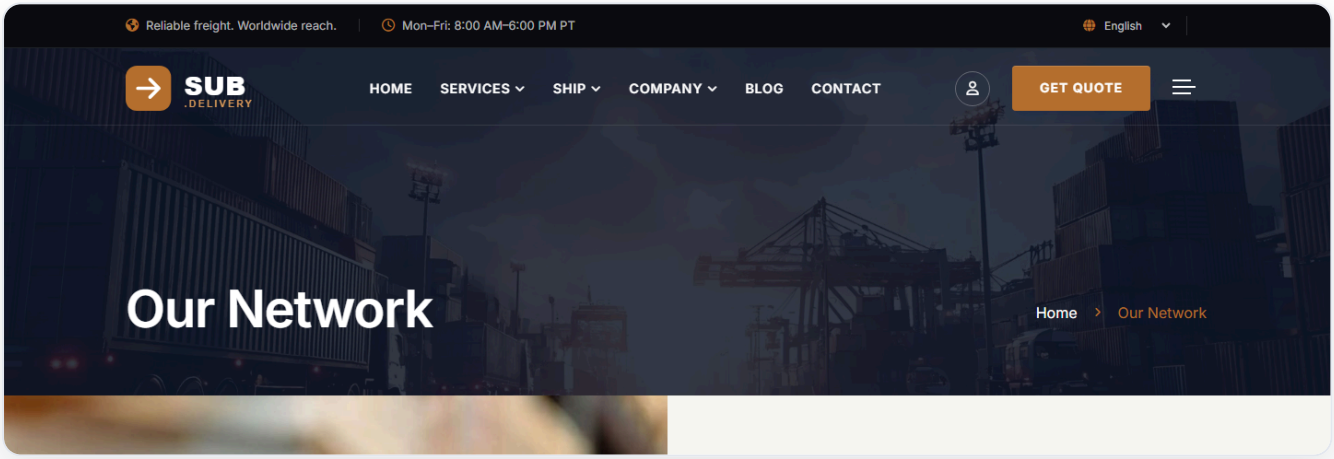
Built to be simple to host and maintain

PHP · SQLite database · Runs on standard shared or VPS hosting · No SDK lock-in · Stripe & Paystack · Twilio SMS · SMTP & inbound email · REST tracking API · TOTP 2FA

The platform runs on ordinary hosting, with no container orchestration, no external database server and no monthly platform fee. Setup, backups and background jobs are built in, which keeps running costs low and makes handover straightforward.

Take a look yourself

The deployment is live. Visit **sub.delivery** and try a quote, the tracking page, the language switcher and the chat assistant.



The network page on the live site.

Want something like this for your business?

Whether you need the ready-made script live quickly, a tailored build around your own pricing and workflow, or both, Biply can set it up, customise it and support it after launch.

Customisation and professional support: support@biply.org · market.biply.org