

How TriVenture is Setting New Standards in Healthcare Logistics

CUSTOMER STORY





About **TriVenture Logistics**

TriVenture Logistics (TVL) is a medical logistics provider offering innovative third-party logistics (3PL) solutions to meet the evolving needs of its clients in warehousing, distribution and supply chain management. With a focus on operational excellence, technology-driven solutions and customer satisfaction, TVL ensures the seamless and timely delivery of critical healthcare products.

Executive summary

With its technology solutions provider Tecsys, TVL is positioned to meet its goal of addressing the high costs and complexities of moving healthcare products. Through implementation of Tecsys' Elite™ WMS core capabilities and the flexibility of Tecsys' Itopia® low-code application platform, TVL is strengthening its logistics network to better serve healthcare clients with accuracy and reliability.

Backed by the flexibility and scalability of its Tecsys cloud-based ecosystem, TVL is now exploring implementation of advanced functionalities to further optimize its operations. In addition to maximizing its capabilities within the Tecsys environment, the organization is integrating a blockchain solution with its electronic data interchange (EDI) systems to drive efficiency and innovation.

As a new business enterprise with an ambitious roadmap for expansion, TVL's collaborative work with Tecsys has laid the foundation for growth as a profit-making venture.

Leading the effort

Brandy Peterson
Chief Financial Officer (CFO)
TriVenture Logistics

Zachary Daniell
Chief Operating Officer (COO)
TriVenture Logistics

Situation

Having held leadership positions for Distribution Cooperative Inc., a not-for-profit healthcare distribution cooperative serving non-profit hospitals in the state of Georgia, Brandy Peterson and Zachary Daniell had an in-depth understanding of healthcare product distribution complexities and costs. They also had the desire to do more in the name of healthcare supply chain optimization and cost savings.

In 2023, Peterson and Daniell formed TriVenture Logistics LLC, a for-profit medical logistics provider owned by five non-profit health systems based in Georgia, serving as CFO and COO, respectively. Peterson described the impetus behind this endeavor:

“It can be very expensive to move healthcare products. Our goal was to provide full transparency for shipments moving from manufacturers to hospitals and to support high levels of reliability and safety, while cutting the costs associated with complex logistics and minimizing shipment exceptions.”

A foundation of trust and enabling technology

During their time with Distribution Cooperative, Peterson and Daniell had gained nearly a decade of experience with Tecsys, the organization’s supply chain solutions provider, and Tecsys’ Elite™ WMS for warehouse operations.

Over the years, they had enjoyed the long-standing relationship with Tecsys and had come to depend on the depth of experience and knowledge the company provided. As Daniell explained, they had worked closely with the Tecsys team, brainstorming different projects and new ways to do things. So, when the time came to select a warehouse management solution for TVL, Peterson and Daniell naturally turned to Tecsys.



“We felt we could draw on that experience to support the creation of TVL to serve public and private healthcare companies. But we also knew we would need a WMS that did more than what is required to move less-sensitive goods – this would not be a ‘plug-and-play’ situation. By incorporating the flexible platform and strong systems from Tecsys, we felt we could meet the challenge.”

Zachary Daniell
Chief Operating Officer (COO)
TriVenture Logistics

A fresh approach to optimization

Peterson and Daniell intended to build upon the distribution model of their previous organization, and not simply cut and paste processes for their new venture. To accomplish this, they needed a WMS that could meet the unique needs of medical logistics while allowing for growth as a profit-making venture in the coming years.

“Our ability to successfully manage this entire chain is what distinguishes us as a medical logistics service provider, versus a more general 3PL,” Daniell stated. “We’ve had a lot of interest in what we are doing, and we expect that growth to come with it.”

Starting from a position of mutual respect and trust, and knowing that everyone was committed to success, Peterson, Daniell and the Tecsys team agreed to take a fresh look at Elite™ WMS capabilities to guide strategic deployment for TVL’s operations.

With Tecsys’ cloud-based ecosystem, TVL was able to rapidly deploy the platform’s strong foundational core for warehouse management optimization and then strategically configure its capabilities to support the organization’s expansion. Furthermore, as upgrades to Elite™ WMS software are released, TVL can easily deploy them to access the latest features and enhancements while preserving low-code customizations built on Tecsys’ Itopia® low-code application platform.

Itopia® sets you up for operational success

The Itopia® platform from Tecsys can become the central hub for your supply chain operations, helping you meet the agility, efficiency and scalability requirements of today’s supply chain ecosystems. It integrates inventory, warehouse and distribution operations into a single environment, fostering greater flexibility and control. Its low-code functionality makes it easier to configure and customize, allowing you to expand capabilities as your business needs change as well.

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Tapping into peer experiences

For Peterson, an added benefit of partnering with Tecsys is its users’ group, independent of the company, which she described as “something that isn’t common with other WMS platforms” she has used. She stated:

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“What we’ve seen is that Tecsys has a pretty unique user group platform where many different users come together and share ideas for different ways to utilize the system capabilities, which are substantial.”

Optimized and positioned for continued success

TVL is deriving the benefits of using Tecsys' Elite™ WMS and the Itopia® low-code platform, including the solution's flexibility to meet varied customer needs, seamlessly integrate new capabilities, and scale to support the medical logistics provider's market expansion.

"We started with one warehouse, but we've planned from the beginning to operate more," said Peterson. "Even with our first operation running successfully, we recognized that we would likely need unique processes in future facilities that would all tie together. We like the flexibility Tecsys gives us to add locations. We know our growth will be easier with them."

"Additionally, their system upgrades happen seamlessly, which really helps keep costs under control," Peterson continued. "Upgrades happen overnight, rather than putting us through a long and daunting process. I like going to sleep at night and, when I wake up, it's done."

Next on the list of TVL's priorities is integrating Tecsys' Elite™ billing management software.

"We haven't used this application until now, but we know it's a solid system," said Peterson. "I'm very excited that it will simplify billing. For example, we won't need to hire more employees to count pallets to account for peak demands and inbound or outbound volumes. That will be a big help to us."

Peterson, Daniell and the Tecsys team are also exploring the integration of a blockchain solution with TVL's electronic data Interchange (EDI) capabilities.



"We have worked with the Tecsys team to understand that combination. I think both sides have learned a lot of new capabilities and how to expand capabilities that are in the system to streamline this process."

Zachary Daniell
Chief Operating Officer (COO)
TriVenture Logistics

Discover the Itopia® platform



About **Tecsys**

Since our founding in 1983, so much has changed in supply chain technology. But one thing has remained consistent across industries, geographies and decades – by transforming their supply chains, good organizations can become great.

Our solutions and services create clarity from operational complexity with end-to-end supply chain visibility. Our customers reduce operating costs, improve customer service and uncover optimization opportunities.

We believe that visionary organizations should have the opportunity to thrive. And they should not have to sacrifice their core values and principles as they grow. Our approach to supply chain transformation enables growing organizations to realize their aspirations.



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