



Transporte Tortoriello
creates apps **75% faster**
with low-code



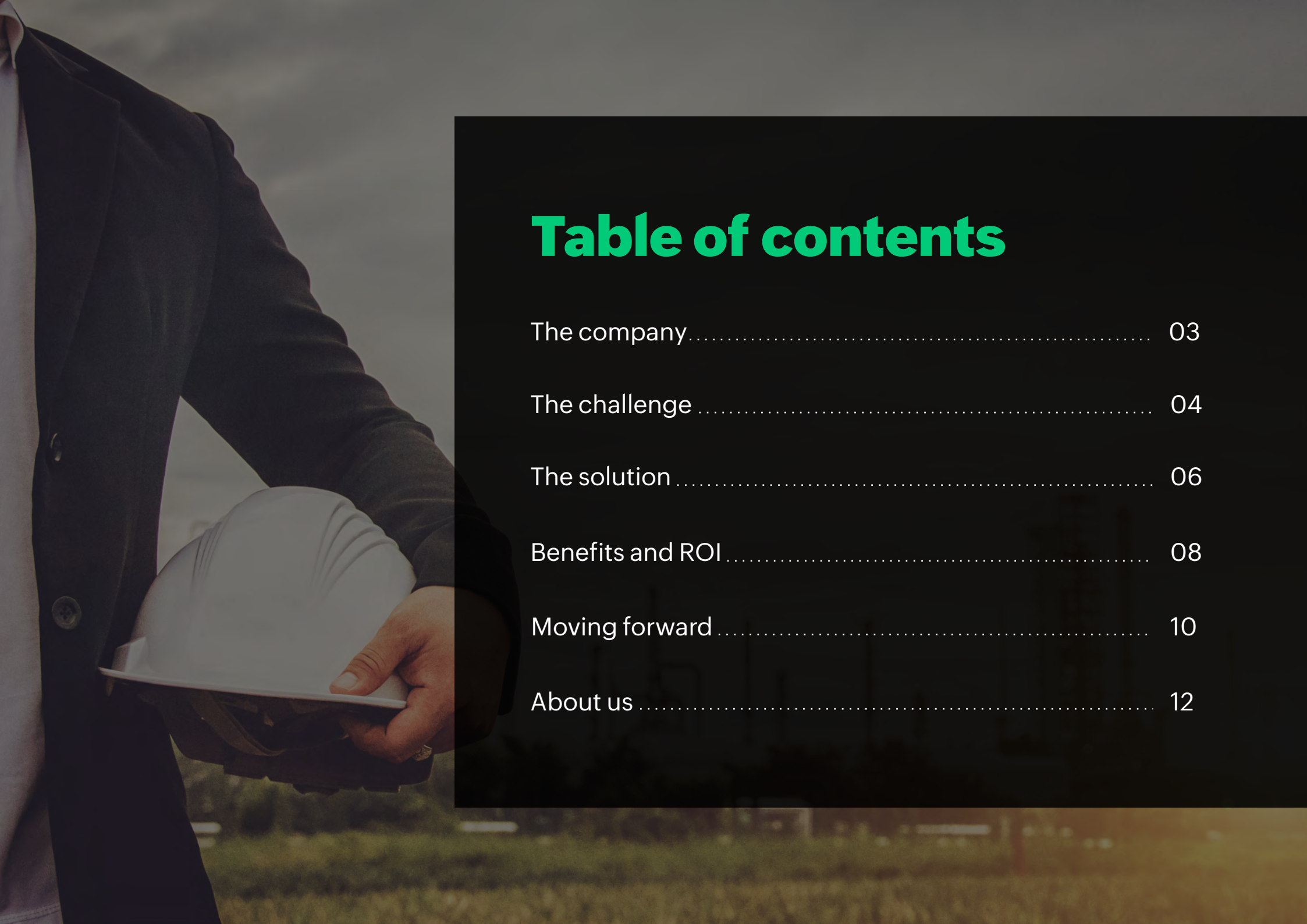


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The company

Transporte Tortoriello is a logistics company that has been serving the Argentine market for over 40 years. The company began its operations transporting fruit, wool, and other materials, but has since evolved to specialize in the transportation of hazardous materials, including liquefied gas.

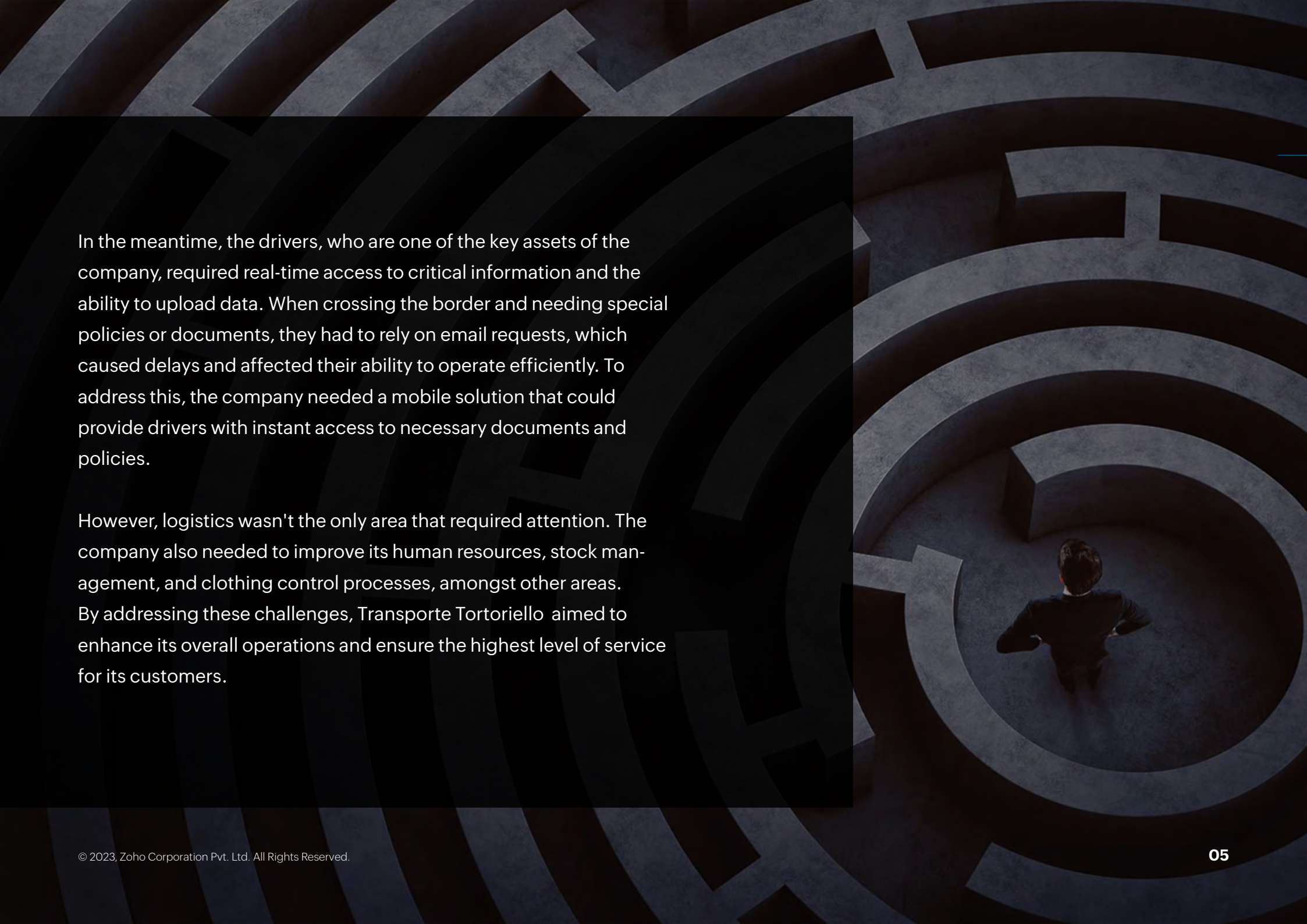
Despite its long-standing reputation, the company still relied on paper documents to manage its processes. This all changed with the arrival of Daniel Iuzzolino, the company's new head of systems, who was determined to transform the company's operations.

The challenge

The company faced significant challenges. Being located in an oil-rich region, Transporte Tortoriello had to compete for resources and talent with other companies in the industry. Moreover, the company's drivers had limited connectivity on the road, making it difficult to transmit crucial information.

Since the company is required to maintain records of all activities and documentation for customers, suppliers, and tax authorities, having these documents and forms readily available for each trip is crucial.

Administrative employees relied on a combination of spreadsheets and paper documents to manage information, which posed several challenges. Data was distributed across different departments, making it difficult to standardize processes and consolidate information in one place. To access updated data, employees had to request it via email, leading to inefficiencies and delays.

A high-angle, top-down view of a person standing in the center of a large, circular maze. The maze is constructed from dark, raised concrete walls, creating a series of concentric and intersecting paths. The person, seen from behind, is wearing a dark jacket and has their hands on their hips, looking out at the complex, winding paths that radiate from the center. The lighting is dramatic, with strong shadows and highlights that emphasize the three-dimensional nature of the maze's walls.

In the meantime, the drivers, who are one of the key assets of the company, required real-time access to critical information and the ability to upload data. When crossing the border and needing special policies or documents, they had to rely on email requests, which caused delays and affected their ability to operate efficiently. To address this, the company needed a mobile solution that could provide drivers with instant access to necessary documents and policies.

However, logistics wasn't the only area that required attention. The company also needed to improve its human resources, stock management, and clothing control processes, amongst other areas. By addressing these challenges, Transporte Tortoriello aimed to enhance its overall operations and ensure the highest level of service for its customers.

The solution

Iuzzolino, who previously had a long career in technology as a developer, project leader, and consultant, was faced with numerous challenges and limited resources. This led him to begin exploring various solutions.

The first option was to purchase pre developed applications, but he quickly realized the exorbitant cost involved. Moreover, such applications would not address all the specific needs of the company. Daniel needed an all-encompassing solution.

Another option he considered was building a team of developers, which he had previous experience with and would provide him with complete control of the process. However, due to the company's location in an oil-rich region, other firms offered better salaries and siphoned off most talent.



Although Microsoft PowerApps initially seemed like a viable solution, it only provided mobile applications, which would need to be recreated from scratch for computer use. One day, during a conversation with a friend, the subject of Zoho Creator arose.



I already knew Zoho CRM, but that was my first approach with Creator. I loved the flexibility I had without the need for other developers.

Daniel Iuzzolino

Systems Manager, Transportes Tortoriello

Iuzzolino found streamlining the company's operations with Creator remarkably effortless; he simply uploaded the existing Excel files and made a few necessary tweaks. Over time, he succeeded in transforming the organization's technological approach.



Benefits and ROI

Drivers were no longer stuck waiting for days to receive information about policies. Iuzzolino created an application where all documents were uploaded, and the drivers could access them by simply taking out their mobile phones.

With management's support, Daniel implemented the solutions and achieved results without the need for a team of developers, saving time and money. If he had hired a dev team, it would have cost him approximately \$2,000 a month, plus an adaptation stage.

Using Zoho Creator also eliminated the need to worry about infrastructure or IT security, allowing Iuzzolino to focus solely on the company's needs. The product's multiplatform capability made the applications available on both web and mobile devices.



Not only did Zoho Creator provide Daniel with the flexibility he needed to create custom applications but it also allowed him to do so at a much faster pace than traditional development methods. With Zoho Creator, he was able to create applications up to 75% faster, enabling him to accelerate the digitization of the company's operations without the need for a dedicated technology team.



**I know what I implement will not have errors.
Zoho gives me that security—something that I
would have with a team of programmers at the
time of launching the application.**

Daniel Iuzzolino
Systems Manager, Transportes Tortoriello

Moving forward



The platform helps me develop applications quickly. While others take a month, I have an application ready in a week.

Daniel Iuzzolino

Systems Manager, Transportes Tortoriello

Iuzzolino looks forward to further streamlining even more processes and completely digitizing the entire company. In addition, he no longer worries about the company's infrastructure or IT security. He doesn't stress over whether the server will respond or not. The only thing he focuses on are the business' needs.



**Zoho helped me a lot by being multiplatform.
Developing something and having it available on
the web and mobile greatly accelerated the
possibility of creating multiple applications.**

Daniel Iuzzolino

Systems Manager, Transportes Tortoriello

About Zoho Creator

At Zoho Creator, we've always worked towards a single purpose—empowering users to build functional apps with minimal coding expertise. We've helped **14,000+ brands** v create bespoke solutions and improve their end-to-end operations across a variety of industries. With over **16 years of experience** in catering to **B2B and B2C organizations**, we have the best tools in the trade to help you improve your business.

You can get started with Creator by visiting our [signup page](#). You can also check out our [prebuilt apps](#) to get started right away.





www.zoho.com/creator

We'd love to talk!
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