

VERACYTE CASE STUDY

Scaling a Global Diagnostics Supply Chain Through Data-Driven Transportation Management

BACKGROUND

Veracyte is a global diagnostics company that helps physicians make more informed treatment decisions for cancer patients. With time- and temperature-sensitive shipments moving through regulated markets worldwide, transportation performance directly impacts patient care, compliance, and operating costs. To ensure patient needs are met, Veracyte works with proactive, forward-thinking industry leaders and treats its transportation partners as an extension of the organization.

CHALLENGES

As Veracyte's business grew, complexity and global footprint increased. This created a demand for scalability, visibility, consistency, and cross-functional alignment and brought forward several opportunities to improve within the global supply chain, including:



Opportunity to unify transportation data

As Veracyte scaled, bringing transportation data into a common platform created an opportunity to improve visibility and enable finance, logistics, and accounting to work from a consistent source of information.



Carrier pricing unpredictability

The shift from annual GRI increases to incremental pricing changes throughout the year made it difficult to anticipate cost impact.



Exploding alternative carrier landscape

The rapidly evolving carrier landscape increased the complexity of evaluating new options while understanding the implications for existing carrier commitments. Integrated data and external expertise created an opportunity to evaluate those decisions more efficiently.



GL coding and cost allocation gaps

Transportation invoices have very short payment terms, making manual GL coding and cost allocation administratively complex and limiting the speed of transportation cost reporting.



Need for transportation-specific analytics

As transportation data became more complex, Veracyte saw value in analytics tools designed specifically around parcel and transportation data.

Last year, the average shipper absorbed a 14% cumulative price increase, despite a stated GRI of 5.9%.



SOLUTIONS

In Reveel, Veracyte identified a strategic analytics and transportation intelligence partner that could complement its internal expertise with integrated visibility, data-driven insights, and real-time information. Reveel's Shipping Intelligence Platform provided:

Unified transportation visibility

Reveel's platform consolidated carrier invoice, transit, warehouse, order data and more into a single location enabling teams to all draw from the same source and interpret for their needs.

Cross-industry partner perspective

Reveel brings external perspective and transportation insights that complement Veracyte's internal expertise and support more informed transportation planning.

Carrier visibility and agreement lifecycle management

Integrated carrier visibility, real-time alerts, revenue tier management, and agreement lifecycle tracking strengthened Veracyte's ability to evaluate options and manage transportation data in support of its carrier strategy.

GL coding automation

Reveel's finance-grade reporting and GL coding capabilities allowed Veracyte to automatically allocate transportation costs to the correct accounts quickly enough to meet short invoice payment terms, while also helping surface billing exceptions and operational insights.

Reveel IQ, AI built for shipping

Using Veracyte's transportation data and integrated into its systems, Reveel IQ provides transportation-specific, conversational insights that support long-term planning in regulated markets.

“What I value about Reveel is the combination of data, technology and transportation expertise. It gives our teams better visibility into the network and helps us make more informed decisions as Veracyte continues to scale.”

**– Irina Rosca, VP,
Supply Chain and Operations**

RESULTS

By unifying transportation data and applying actionable intelligence, Veracyte accelerated strategic decision-making while supporting continued global growth. Since 2024, Veracyte’s partnership with Reveel has delivered measurable impact across the business, the operating teams, and the mission to improve cancer care by:



Accelerating operational decision-making and improved visibility across all departments



Creating better network visibility, enabling longer-term planning in regulatory environments



Strengthening carrier relationships while evaluating the growing alternative carrier ecosystem

Reveel is the Shipping Intelligence Platform brands and 3PLs use to plan, manage, and govern their carrier networks. Built on Omnicarrier Decision Intelligence and Freight Audit & Payment, Reveel computes cost and performance at the package level, across every carrier and mode, providing real-time visibility so shippers can reduce costs, improve operations, and deliver a better experience to their end customers. With more than \$10 billion in shipping intelligence analyzed through the platform and over 20 years of industry and agreement management expertise, Reveel delivers the flexibility and scalability organizations need to optimize today while preparing for future growth.

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Learn why accurate data is the foundation of better decision-making in this on-demand interview featuring Veracyte, Let’s Talk Supply Chain, and Reveel



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