

Developer, Consultant & Automation Expert

I optimize businesses by building Websites, Portals, Apps and API's.



Hi, I'm Ryan

My Background:

- B.S. in Computer Science and minor in Business Management.
- 7 years of professional software development and consulting experience.
- 4 years specializing in business optimization and automation.
- Dozens of projects focusing on websites, portals, apps, and API's.
- Built web solutions for large corporations like Wells Fargo and Bank of America.
- Built automation solutions for several small to medium-sized businesses.

My Recent Projects:



Since 2017, I've been software developing and automation consulting for TrüNorth Global, a semi-truck and construction vehicle warranty company. Through my consulting, TrüNorth has moved all paper forms to online PDF fillable forms, automated hundreds of manual processes, and have sent millions of dollars in revenue through the integrations I've created with a custom built API.



In 2019, I was the lead developer for redesigning companybox.com. Built on Wordpress, CompanyBox's new site is much more user friendly, shows higher SEO ranking for Google's search results and has transformed how CompanyBox acquires business.



In 2021, I redesigned the campluck.com website, making it much more intuitive to navigate and also began automating their manual processes including order placements, form submits, and document management.



In 2021, a business partner and I founded Docbase LLC. A company that focuses on document automation both through digital form submissions as well as the physical sending of mail via integrations with our partners.



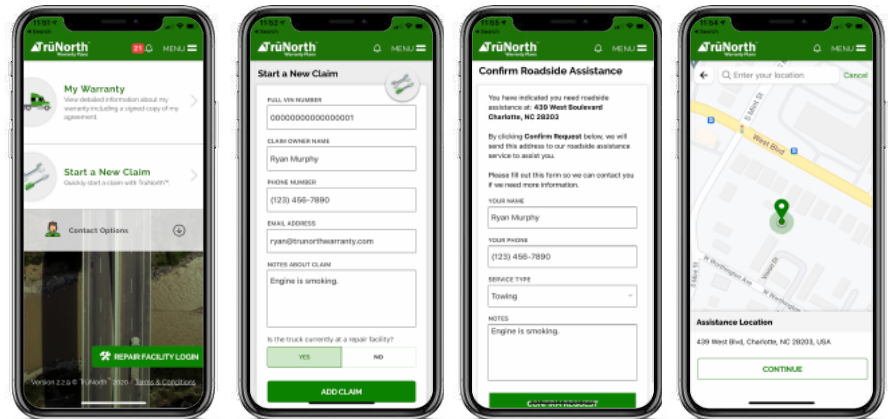
Consultant & Lead Developer
Case Study

Custom Mobile App

The Ask: Allow TrüNorth Warranty holders to submit repair claims on their truck all from their mobile phone.

App Features

- iOS and Android
- Logins
- Notifications
- Form Submits
- Document Uploads
- Location Services

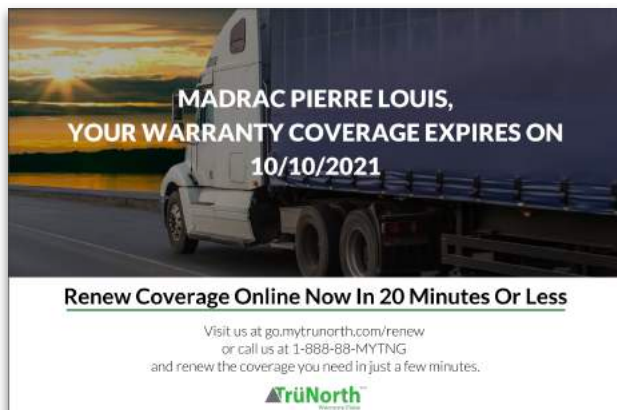


iPad & iPhone



+ 4 White Labeled Apps
Over 7,000 downloads and
thousands of claims submitted

Renewal Reminder Postcards



The Problem:

Unable to remind warranty holders to renew their warranty when it expires.

The Solution:

I coded a custom API program that checks TrüNorth's database of warranty holders and dynamically generates a postcard for customers with renewals coming up. The postcard is then printed and shipped in the mail using a third-party shipping service.




Thumbnail	Description	Recipient
	1XPBDP9XXHD418932	ANTONIO ALVARADO
	1FUJGLDR4ELFJ3456	HOLCRIN PERALTA-GARCIA
	3AKJGLDR8HSHE1383	JOANNE ZHON
	1XKYDP0X2FJ973515	RODNEY DUNKLEY
	1XKYD49X0JJ175444	ALI ABBAS
	4V4NC9EH3GN958048	VICTOR GUZMAN-MARTINEZ
	1FUJGED51GLGU5182	SCOT MARTIN
	1XPBD49X3GD330561	CASEY SMITH
	1XPBDP9X2GD342394	RONALD WOOD

The Outcome:

Hundreds of postcards are sent per month without any interaction needed from TrüNorth's employees. The result has been an increase of thousands of dollars in renewal revenue per month.

You've completed all the required fields! Please click "Continue".

CLEAR FORM CONTINUE



12- 48 MONTH ALL-INCLUSIVE COMPONENT BREAKDOWN LIMITED WARRANTY AGREEMENT
Please call our claims hotline @ 800-903-7489 ext. 820, immediately upon noticing any unusual mechanical issues concerning the vehicle listed below.
SUBMIT THIS WARRANTY IMMEDIATELY VIA:
SALES@MYTRUNORTH.COM

I. CUSTOMER INFORMATION		AGREEMENT DATE:	
NAME:	Ryan Murphy		
EMAIL:	ryan@trunorthwarranty.com	PH#:	1234567890
ADDRESS:	1234 Test Ave Charlotte		
CITY:	Charlotte	STATE/PROVINCE:	NC
		ZIP/POSTAL CODE:	28203

II. VEHICLE INFORMATION			
FULL VIN: 0000000000000000050			
TRUCK YEAR:	2018	MAKE:	BlueBird
		MODEL:	Truck Model
ENGINE MAKE:	Engine Make	MODEL:	Engine Model
		SERIAL#:	Engine Serial
TRANSMISSION MAKE:	Trans Make	MODEL:	Trans Model
		SERIAL#:	Trans Serial
ODO. READING:	120,000	*ECM READING:	
	(please select) MILES <input checked="" type="radio"/> KM <input type="radio"/>	(please select) MILES <input type="radio"/> KM <input checked="" type="radio"/>	
APU ENGINE MAKE:	APU Make	MODEL:	APU Model
		YEAR:	2019

III. DRIVETRAIN COMPONENT COVERAGE: See page 2 section A. for details.

Engine, Transmission, Differentials PLUS Turbo & Aftertreatment Package

TrüTow™: (INCLUDED): Roadside Assistance Coverage.

TrüArmor™: Provides seamless coverage when your OEM warranty expires. Submit OEM

APU PACKAGE: (Will Add \$450 USD to Warranty Cost).

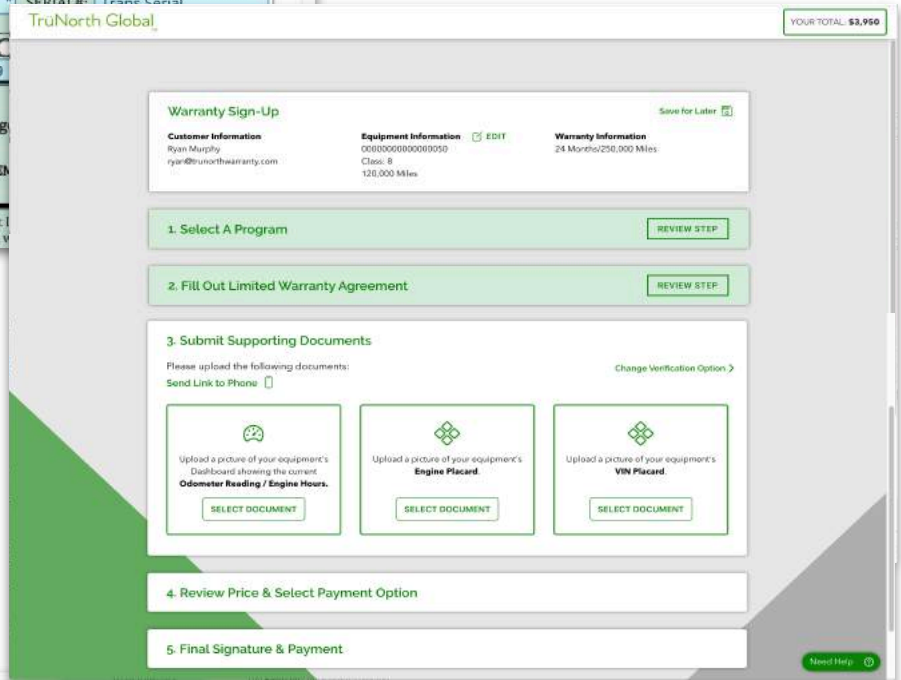
IV. DRIVETRAIN COVERAGE TERM: The warranty period begins on the Agreement date. The time selected has ended or the unaltered ECM/ECU reaches mileage/km/hours term limit, whichever comes first.

The Problem:

Signing up new TrüNorth Warranty holders is slow, manual, requires way too much paperwork which becomes a nightmare to keep track of, and is way too confusing for customers to navigate on their own.

The Solution:

I coded a customer portal with integrations into TrüNorth's internal customer management system, a PDF document generator, as well as Stripe's payment system.



TrüNorth Global YOUR TOTAL: \$3,950

Warranty Sign-Up Save for Later

Customer Information: Ryan Murphy, ryan@trunorthwarranty.com

Equipment Information: 0000000000000000050, Class: 8, 120,000 Miles

Warranty Information: 24 Months/250,000 Miles

- Select A Program [REVIEW STEP]
- Fill Out Limited Warranty Agreement [REVIEW STEP]
- Submit Supporting Documents

Please upload the following documents:

Send Link to Phone

 - Upload a picture of your equipment's Dashboard showing the current Odometer Reading / Engine Hours. [SELECT DOCUMENT]
 - Upload a picture of your equipment's Engine Placard. [SELECT DOCUMENT]
 - Upload a picture of your equipment's VIN Placard. [SELECT DOCUMENT]
- Review Price & Select Payment Option
- Final Signature & Payment

TrüNorth Global YOUR TOTAL: \$3,950

PHOTOGRAPH REQUIRED:

- The equipment's VIN placard.
- The equipment's Engine placard.
- The equipment's dashboard showing the current odometer reading/engine hours.

I UNDERSTAND: By signing this Affidavit, you are verifying that this equipment is in good working condition and that all the above information is correct. TrüNorth Global™ does not cover negligence, misuse and/or a pre-existing breakdown, failure, or an improper prior repair whether performed prior to purchase or sale date. I understand that falsifying or submitting misleading information on this Affidavit can result in the denial of any claim and will void any approved corresponding Limited Warranty Agreement. I sign this Affidavit voluntarily. I have read and fully understand the condition of the equipment stated in this Affidavit.

PREVIEW 07/29/2021

PERSON VERIFYING EQUIPMENT SIGNATURE: Ryan Murphy DATE

PERSON VERIFYING EQUIPMENT PRINTED NAME: POSTION/TITLE

PLEASE SUBMIT THIS AFFIDAVIT WITH THE CORRESPONDING LIMITED WARRANTY AGREEMENT

I UNDERSTAND: By signing my signature below, I grant TrüNorth Global™ permission to add my signature to all above paperwork.

Use your mouse to sign your signature in the box below.

UNDO CLEAR

CANCEL CONTINUE TO PAYMENT

The Outcome:

TrüNorth has completely switched to the new digital warranty sign-up portal saving countless hours of manual paperwork, and making the sign-up process extremely simple for customers to complete.

Want to work together?

Share your pain points with me and I'll put together a custom plan to automate, optimize, and transform the way your business works.

Ryan Murphy
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407-484-6291

