

## Client Profile

Om Freight Forwarders Pvt Ltd. is an international freight forwarding and customs compliance company with over four decades of experience in the sector.

With a customer centric focus they count amongst their clients some of the biggest names in the various industrial sectors they service.

## Industry

Freight Forwarding and  
Customs Compliance

## Softlink Solution

Visual Accounts

"Softlink is a pioneer in creating software for the freight forwarding sector. Their products are unparalleled in the market. Visual Accounts is very unique. Its features allow us to have greater control over our operations and also improve stakeholder visibility."

Om Freight Forwarders Pvt. Ltd.

Case study: Om Freight Forwarders Pvt. Ltd.

# Om Freight Forwarders Pvt. Ltd Maximizes Profitability and Improves Client Satisfaction with Visual Accounts.

Om Freight Forwarders Pvt. Ltd. decides to use Visual Accounts after using Visual IMPEX.

## Overview

Om Freight Forwarders Pvt. Ltd. has been involved in the international freight forwarding and customs brokerage industry for more than four decades.

With its headquarters in Mumbai, Om Freight has branches in all major cities and commercial hubs in India as well as international offices in China, South Africa and Singapore.

An ISO 9001:2000 certified company, Om Freight provides its services to companies from diverse industries in more than 700 locations all over the world. It employs more than 400 qualified professionals to run its global operations and to deliver high quality services to its international clients.

Some of their clients are Reliance Communications Ltd, Taj Group of Hotels, Adlabs Films Ltd., Larsen and Toubro Ltd., BHEL, Kodak India, Yash Raj Films, etc.

## The Problem

Om Freight was in the process of integrating its operations across its different departments. It had already implemented Visual IMPEX in order to streamline customs compliance processes in its organization.

The financial aspect of its operations was not integrated into its overall functioning. Hence data had to be manually entered into the other financial accounting software they used, leading to costly errors and revenue leakages. Om Freight wanted to minimize the errors in its operations.

In addition to that, the company wanted to improve client satisfaction by implementing new technology that would make their operations transparent since stakeholder visibility is critical to the smooth functioning of the operations of a freight forwarder.

### Challenge

To streamline the financial aspect of Om Freight's operations across its different operational sectors

### Solution

Implementation of Visual Accounts, to completely manage the financial aspect of Logistics Operations

### Benefits

The complex financial accounting processes in logistics industry are managed effortlessly

## About Softlink

Softlink Logistic Systems is dedicated to enabling organizations in the logistics industry to 'simplify operations' through highly specialized software products.

Our deep domain expertise and experience in logistics and international trade, combined with strong technological know-how go towards creating truly winning products. These products deliver enhanced management control, revenue realization and accurate international trade documentation to users.

Exporters, importers, Custom House Agents/ customs brokers, Freight Forwarders, NVOCCs and other logistics service providers experience a true boost in productivity and operational efficiency through the use of our products. Our success in meeting their needs is proven by our dominance among these segments in a demanding market like India.

## Contact Details

Softlink Logistic Systems Pvt. Ltd.  
606-607, Wellington Business Park I,  
Near Mittal Industrial Estate  
Andheri - Kurla Road, Marol,  
Andheri (E), Mumbai - 400 059, India.  
Phone: 91 - 22 - 4034 0000  
Mail: [info@softlinkglobal.com](mailto:info@softlinkglobal.com)  
[www.softlinkglobal.com](http://www.softlinkglobal.com)

## Why Visual Accounts

Impressed by the features of Visual IMPEX, Om Freight did not think twice before implementing Visual Accounts to streamline its accounting operations. Its primary requirement was to purchase an accounting software system that was compatible with Visual IMPEX.

## Concrete Benefits that Visual Accounts Helped Deliver

Visual accounts helped Om Freight manage its profitability and productivity better by

- Tracking transactions right from quotations, advances, brokerage and recoveries thus preventing revenue leakages from unbilled expenses.
- Reducing administrative overheads by enabling invoicing as well as service tax management from a single software package.
- Providing greater control through the creation of various reports for:
  - Unrecovered expenses
  - Job wise/ party wise profitability
  - Unbilled Job reports
  - Employee wise accounting
- Integrating data with Visual IMPEX
- Providing timely customs regulation updates thus enabling Om Freight to calculate customs duty amounts according to the latest regulations

## Application Infrastructure Snapshot

Visual Accounts does not have any special requirements.

- MDAC 2.6 or above (For database processing)
- Windows XP/2003 with Service pack 3 or above
- Windows Explorer 6.0 or above

Visit Softlink's website at [www.softlinkglobal.com](http://www.softlinkglobal.com) for more details about our other products.

Copyright © 2007 Softlink Logistic Systems Pvt Ltd All rights reserved. © All copyright and other property in this document and its contents are confidential and proprietary to Softlink Logistics Systems Pvt. Ltd. No part of these materials should be reproduced, published, transmitted or distributed in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, or stored in any information storage or retrieval system of any nature nor should the materials be disclosed to third parties without the prior express written authorization of Softlink Logistic Solutions Pvt. Ltd.