

Client Profile

Clearfast is an international Customs House Agent based in Mumbai. Backed by over 20 years of experience, their mission is to set new standards of excellence in innovation and productivity in the global logistics industry.

Industry

Freight Forwarding and Customs Compliance

Softlink Solution

Visual Accounts

"We are 100 percent satisfied with the features of Visual Accounts. We are particularly impressed by the ability of the software to analyze vendor and location specific data. These functionalities have significantly accelerated our decision making process. We have found that Visual Accounts is tailor made for our industry unlike Tally which we were using earlier."

Sharad Mayekar,
Director,
Clearfast Air Cargo Agencies
Pvt. Ltd.

Case study: Clearfast Air Cargo Agencies Pvt. Ltd.

International Customs House Agent, Clearfast, Chooses Visual Accounts for its Efficiency in Reducing Data Duplication and 100 Percent Accounting Accuracy

Relies on Softlink to Manage its Complete Accounting Operations

Overview

Clearfast is a fast growing; Mumbai based Customs Compliance Agency with an international footprint. Established in 1987, Clearfast is one of the few companies in India to specialize in the transport of life saving drugs, engineering goods and handicrafts amongst other things.

Backed by over 20 years of experience in the logistics industry, Clearfast is determined to set standards of excellence in the global logistics industry. In line with this goal, the company is committed towards providing fast and reliable services in the freight forwarding and customs compliance segments and is poised to assume a larger role in the global logistics arena in the years to come.

The Problem

As one of the fastest-growing companies in the Indian logistics sector, Clearfast is constantly engaged in the process of adding clients and opening branches to expand the reach of its services. As its growth curve progressed, Clearfast found it increasingly difficult to manage all its financial operations on a core accounting software such as Tally which could not meet the unique requirements of the logistics industry. Clearfast wanted a solution that would consolidate its financial operations.

In order to gain control over job related expenses, avoid revenue leakages and minimize frequent duplication of data entry by its accounting departments, Clearfast decided to implement Visual Accounts to gain complete control over their finances.

To maintain its growth in a fast growing global market, it became important for Clearfast to adopt practices that would help it compete with companies from around the world.

Challenge
Help Clearfast streamline its services by accelerating its decision making process and eliminating errors.

Solution
Implementation of Visual Accounts, to completely manage the financial aspect of Clearfast's Operations

Benefits
Automatic generation of detailed reports, error reduction and increased productivity.

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 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.

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Making the Decision to Implement Visual Accounts

When making the decision to implement a specialized accounting tool to streamline its operations, the first name that came to Clearfast's mind was Softlink. Having implemented Visual IMPEX many years before, Clearfast was very impressed with Softlink's unique understanding of the specific requirements of the logistics industry. "We were extremely happy with the way Visual IMPEX had benefitted our operations and so when the decision to implement an accounting software was made, we immediately chose to go with Visual Accounts," Sharad Mayekar, Director, Clearfast Air Cargo Agencies Pvt. Ltd. In addition to this, Clearfast wanted a product that would allow for the easy flow of data from Visual IMPEX so as to integrate all its operations across geographies.

Concrete Benefits that Visual Accounts Helped Deliver

Visual accounts helped Clearfast manage its profitability and productivity better by

- Integrating data entry of all transactions thus preventing data duplication.
- Reducing administrative overheads by enabling invoicing as well as service tax management from a single software package.
- Tracking transactions right from quotations, advances, brokerage and recoveries thus preventing revenue leakages from unbilled expenses.
- 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

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

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