Adopts Softlink's Logi-Sys
for Simplifying Business Processes

"There is a strong partnership between LP Group and Softlink. We both have the end customer in mind and are looking to achieve the same goals. Softlink engineered Logi-Sys delivers performance enhancement capabilities that help reduce costs by simplifying processes."

Ravi Shah
Director

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L lladhar Pasoo (LP Group) is a leading international logistics service provider, incorporated in the year 1919 with the objective of providing its clients quality services. Over the years LP Group has evolved into an organization with a unique blend of international freight forwarding, CHA , Port Handling & Stevedoring Container Freight Station, Transportation and Warehousing backed by latest I.T initiatives enabling it to handle large and complex assignments. With a complete customer focus and a strong work ethic environment LP Group has been providing clients around the globe with a complete range of customs and logistics services. These include international freight forwarding, Customs brokerage, warehousing and distribution. The company's employees work out of offices located in major port cities and border across India. It provides it service to several large and medium companies for both inbound and outbound shipments.

Known for its rapid, dependable services, LP Group is continually re-aligning its comprehensive offering and deploying the most advanced technology to ensure it meets the rapidly changing regulatory and business critical requirements that importers and exporters face each day. A key part of LP Group's success is its commitment to leverage technology to speed processes and improve accuracy and efficiency.

The Challenges

LP Group wanted to integrate different processes in their organization to make operations more efficient and to save costs at the same time. LP Group's decision to implement Softlink's Logistics solution was mainly driven by the need to:

- Implement one flexible application for all operations, as opposed to multiple systems in the past.
- Reduce manual efforts, minimizing input errors and increase efficiency.
- Establish a common process flow for achieving organizational goals.
- Increase processing speed, security and performance while reducing operational costs.
- Have enhanced financial control, planning and integration of operations with accounts.
- Have tools for quick access to information and decision making.
- Optimizing resources and increasing employee quality time

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According to LP Group, Softlink's presence in the logistics industry software market for two decades, its unparalleled domain expertise and highly qualified team were the key influencing factors in selecting Logi-Sys.

The Solution

Softlink was selected by LP Group for its knowledge and experience in the logistics field and being convinced that the solution offered was the best in class.

Softlink implemented Logi-Sys at LP Group and went go live within a very short period. The system was deployed on their server hosted in their premises. To ensure data security LP Group has availed a storage area network (SAN), which is a dedicated storage network that provides access to consolidated storage. SAN enables sharing of data on different computers and help to increase storage capacity utilization, simplifying storage administration and adding flexibility. The cost and complexity of SANs dropped allowing wider adoption across both enterprise and small t o medium sized business environments.

Before Logi-Sys LP Group was using several software at its different locations which resulted in virtual information islands. The various branches worked independent of each other preventing sharing and monitoring of data. This caused tremendous delays and disruption in work and deficiency in client servicing. After implementation of Logi-sys, the entire operations of LP Group have been centralized with the capability to track and monitor each and every transaction across branches. Also through further customization of Logi-Sys LP Group are able to handle large volume of customs clearance through electronic exchange of data with customers, reducing data redundancy and errors. Capturing information electronically has become so much more accurate because it eliminates re-keying and the chance of errors.

Delivering Performance

Way back in the year 2004-05, LP Group Management had foreseen the importance of an ERP as one of the key factors in delivering business performance. This was when the search for a specialized ERP system for their line of business began. A market research was initiated by the management to find a suitable product. Logi-Sys delivered on the performance expectations of LP Group.

Logi-Sys has integrated the entire of operations of LP Group under a single platform. Logi-Sys provides a host of features like activity based tracking facility delivering complete transparency of the operations and customer service interactions which results in smooth functioning and proper checks & balances system. Being a web based application; Logi-Sys provides vast information at one point through Dash Boards, Smart Reports and Business Intelligence tools. This notable feature enables decision makers to have quick references of all branches and all departments. The Track & Trace facility through website integration provided by Logi-sys is another key feature that enhances LP Group's customer service capabilities and strengthens customer relationships. Apart from this client reporting and updated tools like DSR, Alerts and Notifications reduce human efforts and error possibilities.

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With Softlink's Logi-Sys' LP Group has not only continued to improve data accuracy and reduce data redundancy, it has shortened delivery times and the time frames for delivery. LP GROUP is seeing productivity gains because it can handle more shipments with less people. There are fewer errors, which mean fewer delays, and customers get their shipments quicker. Its customers can also leverage Logi-Sys to track and trace their shipments online. In addition to integration, Softlink's solutions offer better information sharing with customers, a more robust solution, superior technology and most importantly, greater potential for LP Group's future plans.

According to the LP Group, Logi-Sys delivers several benefits to it users like:

- Single platform for all activities of the company
- Quick and easy access to information.
- Enhanced customer service and interactions.
- Business Intelligence tools.
- Accessing and sharing information in a secure and reliable way
- Elimination of data redundancy and errors.
- Reduction of workload and operating costs
- Capacity to handle large volumes
- Productivity augmentation
- Track & Trace facility for customers through company website.
- Greater work process and management control.

Logi-Sys

Logi-Sys is a web based comprehensive modular application that combines all the operations & functions of a Logistics Service Provider (LSP) into one integrated system. It is a sophisticated, advanced solution which streamlines all the process of a LSP including Freight Forwarding and Customs Clearing. The Freight Forwarding modules like Air & Sea Freight Export handles Quotations, Bookings, Stock Management, Manifest, Labels, Bills of lading & Airway bill and Consolidation with exhaustive reporting and Track and Trace facility. The Air & Sea Freight Import modules take care of activities ranging from Consol, shipping to preparation of CAN and DO. The Customs Clearing module takes care of the entire customs clearing activities. It supports manual as well as online Bills of Entry and Shipping Bills along with filing via ICEGATE. Logi-Sys can interface with your country specific rules and regulations system allowing you to deploy Logi-Sys across boundaries without any integration concerns.

> "Logi-Sys can provide real insight into understanding gaps and bottlenecks in logistics processes. As leading service providers, it's particularly important that we identify any bottlenecks and inefficient processes. Logi-Sys provides seamless integration between the different logistics process and we believe it will have a significant impact on our productivity and efficiency.
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> **Mr. Zubin Shah, MD**

Profile:

LP Group is an organisation having group of companies (Liladhar Pasoo Forwarders Pvt. Ltd., L. P. (India) Logistics Pvt. Ltd., DLC Forwarders Pvt. Ltd., Raj & Raj Transport Pvt. Ltd. etc). LP Group has more than 90 years of expertise in the Customs Clearing and Logistics industries. It started as a CHA and with the changing industrial pace it became the front-runner in Freight Forwarding, Transportation, Warehousing and Container Freight Station business. LP Group has been a techno savvy organisation and we have always the latest technologies with us to support our business growth.

The major services rendered by LP Group include International and Local Freight Forwarding, Customs Clearing, Consoling, Port Handling, Stevedoring, Container Freight Station, Transportation, Warehousing, Ship Chartering, Project Handling, Multimodal Transport Operator apart from other Value Added Services. LP Group serves an impressive array of clients like Hindustan Uni Lever, BHEL, ONGC, Cargil, Asian Paints, Nerolac, BILT, Hindustan Pencils, L&T, ISGC, Welspun etc.

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Softlink, a leader in logistics solutions, provides enterprise level application for International freight forwarding and customs clearing. 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.

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