

Client Profile

EXIM Transtrade is an international freight forwarding, customs compliance and logistics company dedicated towards delivering excellent value to their customers. They are also committed towards setting new standards in the delivery and quality of services through the processes of continuous learning and improvement

Industry

Freight Forwarding, Logistics, Customs Compliance

Softlink Solution

Visual Accounts

"Even today, there isn't any other software product for CHAs in the market that can compare with the features that Softlink's products offer. They have a very detailed understanding of the CHA industry. Softlink's products have played a very important role in our growth over the years."

Viren Nagda,
 Manager Accounts,
 EXIM Transtrade India Pvt.
 Ltd.

Case study: EXIM Transtrade India Pvt. Ltd.

International Logistics Company EXIM Transtrade India Pvt. Ltd.

Chooses to manage its complete accounting operations with Visual Accounts after being impressed with Visual IMPEX

Overview

EXIM is one of the most recognized names in the freight forwarding industry and has had a strong presence in this sector for more than fifteen years. Its operations encompass complete logistics planning and execution, freight forwarding, consolidation and custom clearance.

It counts amongst its clients, renowned companies across all major industrial sectors from engineering, chemicals, plastics and food products to handicrafts, electronics, textiles and machinery-project cargo amongst others.

An ISO 9001:2000 certified company, EXIM is committed to constantly evolving its operation to serve its customers better. To do so, it constantly embraces newer and better technologies to improve its productivity and to maintain customer satisfaction as it continues to expand its services all over the world.

The Problem

As EXIM expands its operations, it is constantly faced with the challenge of integrating its new businesses and its overseas operations.

A crucial area where EXIM wanted to streamline was the financial aspect of all its logistic operations. Owing to the magnitude of its operations it found that it sometimes reported small errors in its operations which it wanted to avoid. In addition to this it wanted to avoid incurring unbilled expenses.

It wanted to find a way to integrate the accounting aspect of its operations with all of its operations. This way, instead of entering financial data for every transaction in its freight forwarding and customs compliance sectors it would be able to control the financial aspect of all its operations with one system.

Another pain area for EXIM was its difficulty in calculating customs duty amounts in line with the changes in regulation made by the government.

Challenge	Solution	Benefits
To streamline the financial aspect of EXIM's operations across its different operational sectors	Implementation of Visual Accounts, to completely manage the financial aspect of Logistics Operations	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.

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Making the Decision to Implement Visual Accounts

When EXIM made a decision to streamline the financial aspect of its logistics operations, the first name that came to its mind was Softlink. This was primarily because it had already implemented Softlink's customs compliance software product, Visual IMPEX which had proven to be very beneficial to its operations.

In addition to this, EXIM wanted a product that would allow the easy flow of data from Visual IMPEX so as to integrate the operations of the company across its diverse sectors.

Concrete Benefits that Visual Accounts Helped Deliver

Visual Accounts helped EXIM 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 EXIM 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 for more details about our other products.