



Client Profile

Vipra Services is a Customs Clearing agency with presence in major metros of India. It was established in 1989 in Mumbai. Currently they provide services to national and multinational companies with a workforce of over 50 people. They are known for their project imports, infrastructure imports as well as general cargo, raw materials, instruments and machinery.

Industry

Customs Clearing

Softlink Solution

Visual Impex

"Softlink's plug-in for Visual IMPEX helped us achieve real-time updating of all records even before the invoiced goods had reached the factory gates. I appreciate the extra mile they went with us to help us achieve total customer satisfaction."

Vijay Nambiar,
Managing Director,
Vipra Services India Pvt. Ltd.

Case study: Vipra Services India Pvt. Ltd.

Plug-In for Visual IMPEX keeps pace with real-time processes

Softlink creates a bridge between Vipra Services and their client SEW India.

Overview

Vipra Services India Pvt. Ltd. is a well-established Customs Clearing agency with offices in Mumbai, Chennai, Bangalore, Pune, Kolhapur, Hyderabad and Tirupur. Vipra is constantly searching for new ways to provide services with a level of quality that satisfy or exceed their customer's expectations and these principals are thoroughly practiced in the company's daily operations.

Established in 1989 in Mumbai, it provides air cargo services, sea freight services, customs clearance, DGFT solutions, freight forwarding, transportation and consulting.

The Problem

Long-time users of Visual IMPEX, Vipra needed to connect them to their client SEW Eurodrive India Pvt. Ltd., an engineering company that is a global power transmission and drive automation supplier. SEW Eurodrive India has two modern assembly plants in Vadodara and Chennai assembling geared motors, frequency inverters and industrial gearboxes, and a wide network of sales and service offices in 17 cities across India.

Vipra had a complex task of completing documentation and clearance for hundreds of items imported and exported by SEW Eurodrive India, which were dispatched and received from multiple locations. Each invoice had hundreds of entries. The cumbersome data entry resulted in delays and errors, leading to losses and reduced customer satisfaction.

Challenge

Vipra Services required a solution to integrate its operations with its customer.

Solution

An electronic data interchange bridge between Visual IMPEX installed at Vipra Services and its customer.

Benefits

Simplified data entry, avoidance of revenue loss and client retention.

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.

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.
Global Helpline: 91 - 22 - 4034 0000
Fax: 91 - 22 - 4034 0010
E-mail: info@softlinkglobal.com
www.softlinkglobal.com

Softlink's Approach

Softlink had the domain expertise and the advantage of Vipra services using its product Visual IMPEX. They saw the need to create an electronic data interchange bridge between Vipra Services and their client SEW Eurodrive India, that would speed up data entry, eliminate errors, result in faster processing, avoid demurrage and result in greater client satisfaction.

Softlink custom designed a solution for Vipra Services by mapping the data that they received from SEW Eurodrive India, developing a bridge that would read, verify and import the data into Visual IMPEX for further processing.

Every time an invoice came up for processing, data was sent in the required format to Vipra, to be imported through the bridge. This was then sent back to SEW India in a format suited to their ERP.

Concrete benefits that the Plug-In for Visual IMPEX helped deliver

The results of the Plug-In for Visual IMPEX were extraordinary for both, Vipra Services and SEW Eurodrive India.

- Consignments had already cleared all data hurdles by the time they reached the factory gates at Vadodara or Chennai.
- Updating of all inventory records was done immediately.
- The number of items in each invoice did not present a problem.
- Also, the data sent back to SEW Eurodrive India was in a format compliant with their systems for further time-saving and efficiency.

Application Infrastructure Snapshot

Visual IMPEX 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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