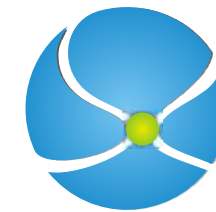


Simplifying Operations



The **Magnetic Compass**, one of the most reliable, simplest and oldest navigational aids for wayfarers, is used extensively even in these modern times.

Softlink provides solutions built on the same philosophy, facilitating progress in the right direction through the complicated world of logistics.



**SOFTLINK**  
Simplifying Operations

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.

We have studied, analyzed and fulfilled the needs of several types of organizations that make up the links of the logistics chain. Exporters, Importers, 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.

Building on our product experience we have created a range of products for target verticals. We provide technology consulting to clients in the logistics industry worldwide and also provide software application development services.

# MANAGEMENT PROFILE

## Amit Maheshwari

C.E.O & MD

Amit Maheshwari combines experience in logistics operations with expertise in technology. An Electronics Engineer by qualification, Mr. Maheshwari is the founder of Softlink, providing strategic direction and also managing day-do-day operations.

## Narendra K. Gupta

Chairman

Narendra K. Gupta is widely experienced in business management and has a track record of more than 40 years of successful entrepreneurship. Mr. Gupta holds a Masters degree in Computer Science. His other successful ventures include a Logistics Company and Garment Export Firm.

## Nitin K. Gupta

Head US Operations

Nitin K. Gupta holds a Masters in Information Systems from Northeastern University, Boston. He has work experience of 8 years in global financial and technology companies.

# DOMAIN EXPERTISE

A logistics operation is a labyrinth of regulatory, commercial and documentation challenges. Overcoming these challenges requires in-depth knowledge and deep domain expertise.

At Softlink, we have this expertise, as our founders have strong background of work experience in this industry. We built on this foundation to create a range of products that contribute towards the success and growth of our user organizations.

We understand that international trade laws can be complex, and each time regulations change, understanding and complying with them can be cumbersome. We assure our users of compliance with the latest requirements, by keeping our products updated to new regulations.

We are totally conversant with all the realities of conducting a business in international trade, and ensure that our products truly simplify operations by taking a holistic view.

Over 2500 organizations have trusted us to manage their business operations.

Our expertise in this domain has also been recognized by government authorities and departments, many of which have chosen to work with us on automation projects.

A Sundial is a simple device that measures time by the position of the Sun. In business, time is of essence and Softlink enables organizations to respond to business challenges promptly.



# PRODUCT PORTFOLIO

The Softlink product portfolio is designed to simplify operations, enhance profitability and improve customer service, for the different organizations that make up the logistics industry. These products focus on delivering real business benefits to user organizations, while automating statutory and commercial documentation.



**Logi-Sys**  
An end-to-end, modular, scalable and enterprise-ready 'Logistics Suite' for managing the core business of international Freight Forwarders and NVOCCs effectively. Logi-Sys provides a single-window view of operations across locations, helps manage revenue flow, streamline documentation and meet regulatory requirements.



**Visual IMPEX**  
A 'virtual expert' in Indian customs compliance at your fingertips, Visual IMPEX helps to manage clearing and forwarding, and complete customs requirements with ease and speed, giving you complete assurance and peace of mind.



**Visual AKASH**  
Complete automation for Air Freight Forwarders that helps to manage revenue flow, consolidation, enhance customer satisfaction and meet documentation requirements.



**Visual Accounts**  
Financial Accounting package specially created for international Freight Forwarders and CHAs, Visual Accounts integrates seamlessly with other Softlink products, managing the financial aspect of logistics operations.



**X-ponent**  
A new and revolutionary Sales & Services management product, X-ponent enables an organization to enhance revenues through higher sales and achieve higher levels of customer satisfaction. One of its variants, X-ponent Logistics, is specially mapped to the needs of the logistics industry.



**Visual X-Port**  
India's only complete Export Management solution, Visual X-PORT delivers Business Intelligence to grow your business, accurate documentation for export procedures and smooth coordination between all the different agencies.



**Visual SAMUDRA**  
For Sea Freight Forwarders, Visual SAMUDRA provides management control over revenues and profitability as well as consolidation and documentation.



**TrackYourCargo**  
TrackYourCargo is a web based Cargo Tracking System that can be used by logistics service providers to provide customers with an online tracking facility for air or ocean shipments.

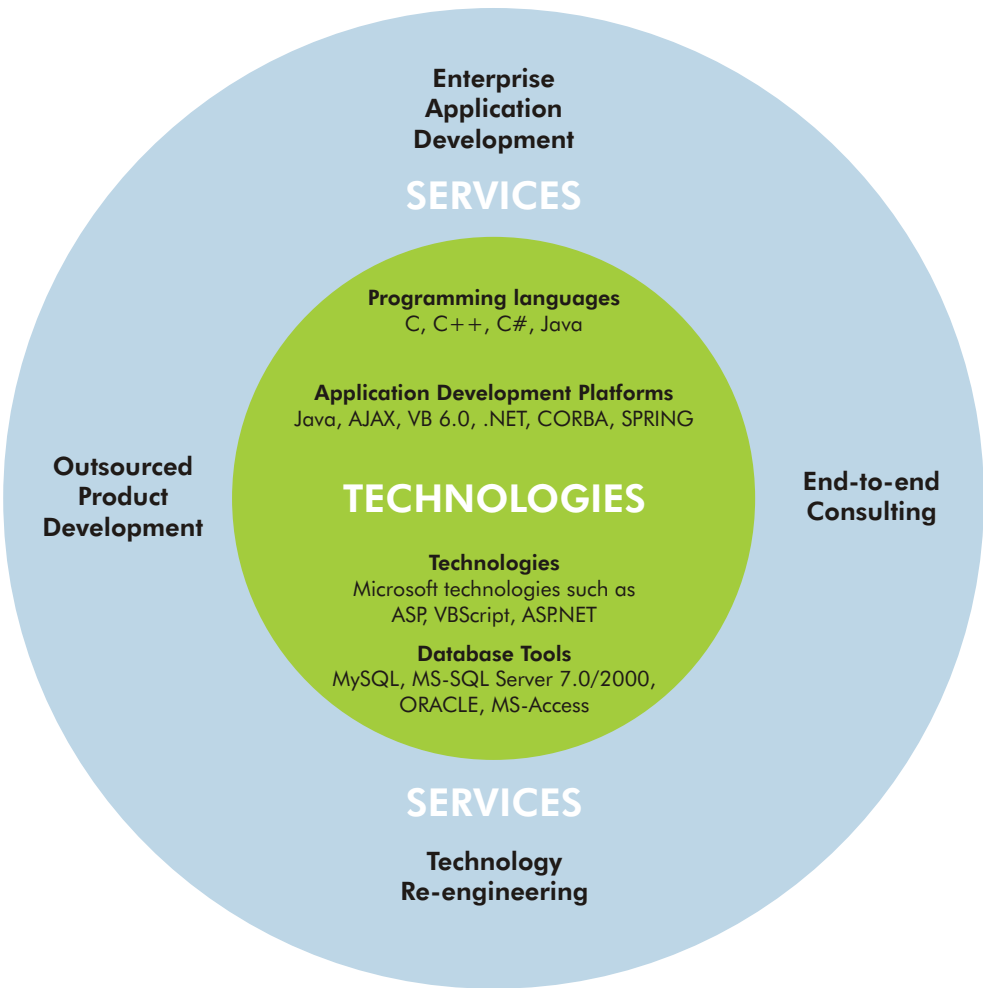
# TECHNOLOGY SERVICES

Softlink has a strong technology services capability that builds on our domain and technology expertise, to provide Consulting, Application Development and Outsourced Product Development to logistics companies worldwide.

We work together with our clients to leverage technology to automate operations, starting from consulting, to actually developing the applications. The range of services include software development, maintenance, conversion, migration and application enhancement.

The approach that we follow is to study and understand the organization's business model, and the commerce and regulatory framework within which it operates. This understanding is then mapped onto a technology architecture, to deliver applications that simplify operations for user organizations.

Our experience in product development enables us to provide end-to-end Outsourced Product Development services. We have the ability to develop web-based or client-server applications. Our product development expertise ensures that the best practices of application design, development, testing, usability and support are available to clients.



# ACHIEVEMENTS

**For over 15 years, Softlink has been notching up prestigious client wins and recognition in a number of areas:**

- We have built up an installed base of over 50,000 users in over 2,500 organizations, with a dominant market share in several segments of logistics service providers in India. Visual IMPEX, our product for customs clearing, has a market share of over 80% among customs brokers in India and is widely accepted by actual practitioners. This and other products from Softlink are often 'de facto' industry standards for a number of applications.
- We have successfully achieved a very high degree of customer satisfaction, a fact borne out by our success in getting over 90% renewals of product licenses. We thrive on repeat orders and long relationships with our customers, many of whom have been using our products for over 15 years.
- We have built up true expertise in international trade documentation, which led to Air Cargo Customs Mumbai to partner with us for the creation of an online tracking system. We created and implemented this system, a very successful project that has gone a long way in providing real time information about the status of customs clearing.
- Softlink has developed the ability to respond in real-time to changes in government policies and regulations. When statutory requirements related to international trade are changed, we provide product upgrades immediately to our users, ensuring that they never have to worry about compliance.
- Over the years, we have developed a support methodology that has contributed in a major way to customer satisfaction. We provide support to a global customer base through multiple communication channels such as telephone, email, online chat and personal visits.

The Weather Vane, also known as a Wind Vane, is a movable device that shows the direction of the wind and also enables the user to make weather forecasts.

Solutions provided by Softlink help to understand and analyze a business, providing a strategic direction for the future.





“

## CLIENTS' SPEAK

Softlink's product helps us to manage many key processes within the stipulated time. Their support and regular product updates are very valuable.

**Subhasish Ghosh, Head IT (India), Schenker India Pvt. Ltd.**

Softlink's understanding of our requirements and the timely updates that they provide for their products has enabled us to support our customers better. We have been their loyal customers for over 10 years.

**Jason D'Souza, Director Information Technology, DHL Lemuir Logistics Pvt. Ltd.**

Softlink is one of the pioneers when it comes to logistics related software, be it sea or air. Their support and back up is the best we have come across. They ensure that their software takes care of most of the requirements of their customers.

**Prashant N. Popat, Director, Velji Dosabhai & Sons Pvt. Ltd.**

Softlink's products enable perfect calculations, and are supported by timely help. Softlink is a pioneer that has made it possible to handle several documents with minimum staff.

**Geetha Rubin, Director, Pearl Shipping Pvt. Ltd.**

”

A beacon of hope and direction, the Lighthouse has always guided wayfarers. Softlink's solutions guide users and provide direction on business.

## CLIENTS

Since 1992, Softlink products have been successfully implemented and used in a wide range of organizations, from multi-nationals, large Indian logistics companies, large corporate exporters, to mid-sized or even smaller players. Over 50,000 users today use Softlink products.

AFL Dachser	Indev Logistics
A.T.C. (Clearing & Shipping)	IAL Logistics India
ABG Shipyard Ltd	Indian Oil Corporation
AFL Dachser	Indo Llyod Freight Systems
Agility Logistics	Interline Global Logistics
Air India	J. M. Baxi
Alfa Laval	J. M. Huber India
Asian Plastowares	Jabs International
Babaji Shivram Clearing & Carriers	Khimji Poonja Freight Forwarders
Bajaj International	Leela Scottish Lace
Balmer Lawrie	Liladhar Pasoo Forwarders
BASF	Maersk Logistic India
Batliboi Impex	Moserbaer India
Bebitz Flanges Work	Natvar Parikh
Capricorn Logistics	Nippon Express India
Cello Thermoware	NYK Logistics
Daga Global Chemicals	Onida
DHL Danzes Lemuir	Parle Products
DHL Express	Provogue
Dredging Corporation of India	Robinsons Air Services
DSV Air & Sea	Schenker India
Electronics Corporation of India	Serum Institute of India
FedEx	Sical Logistics
Fiberweb (India)	The Times of India
Flyjac Logistics	TNT India
Future Logistics Solutions	Tulsidas Khimji
G. Amphray Laboratories	Udyog Services
Gufic Biosciences	Velji Dosabhai & Sons
Gujarat Fluorochemicals	Videocon
Hellmann Worldwide Logistics	Wilson Sandhu Logistics

**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](mailto:info@softlinkglobal.com)  
[www.softlinkglobal.com](http://www.softlinkglobal.com)

Bangalore Chennai Hyderabad Kolkata New Delhi New Jersey