Case study: Randeep Exports, India

Randeep Exports Implemented Visual X-Port to Streamline its Export Operations

and benefitted by increasing its productivity and improving client satisfaction.

Client Profile

Randeep Exports is a leader in the export industry in India. It is a privately owned Indian company engaged in promoting and exporting products under the JEC and Randeep brand, all over the world.

Its strength lies in its ability to customize all its products to suit its customers' requirements.

Industry

Export

Softlink Solution

Visual X-Port

"We are extremely satisfied with Softlink's products. We appreciate their documentation and report generation feature the most. Now we can create one-touch documents and reports for all our operations."

Jigna Bhatt

Randeep Exports

Overview

Randeep Exports is a privately owned Indian company that is engaged in promoting and exporting products under the Randeep and JEC banner, all over the world.

Randeep Exports, exports JEC's products, ranging from fuel injection pipes, brake pipes, lubricating oil pipes and nylon tubings to nylon rods and pipe fittings that JEC creates as original equipment for industries that manufacture diesel trucks, tractors, cars, stationary diesel engines and marine engines amongst others.

This leading export company provides original equipment to industrial giants such as Ashok Leyland and has captured markets in Srilanka, Nepal, Bangladesh and the Middle-East apart from India. It also exports its products to Germany, the United Kingdom as well as to several African Countries.

One of its major strengths is its ability to customize all its products to suit the specifications of its customers.

The Challenge

Randeep Exports is a well established export company that handles clients from all over the world.

In managing the exports of several clients, it is often required to collate vast amount of data. The whole process is time consuming and makes document creation tedious and unpleasant for an average employee. This increases the possibility of errors in their work. Thus, it became a necessity to implement an automated system for data collection throughout the lifecycle of every export order in the company.

Randeep Exports is constantly growing and expanding its operations to different countries. Thus, in handling statutory procedures relating to export management and coordinating its work with the different agencies involved, Randeep Exports often found itself losing a lot of time. It wanted a system that would improve its timelines by speeding up regulatory compliant documents for pre-shipment, post-shipment and Excise related activities.

Finally, Randeep Exports required a system that would not take too much time in being implemented as they could not afford to lose any time during the implementation of the new software.

Challenge	*Solution*	*Benefits*
Simplifying cumbersome processes related to export management.	Implementation of Visual X-Port, a export management software solution for exporters.	Delivers Business Intelligence, accurate documentation & smooth coordination between different agencies.

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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Why Visual X-Port?

In its increasingly active role in the global market, it is crucial for Randeep Exports to leverage the quality of its services and to streamline its overall operations to challenge the services of international competitors. In order to do so Randeep Exports was focussed on finding a system that would improve stakeholder visibility, adhere to strict timelines and minimize the possibility of errors. It did not think twice before deciding on Visual X-Port.

Randeep Exports has been a client of Softlink for more than five years and when the time came for them to implement new software, they decided on Visual X-Port. Softlink's expertise in the international trade and the quality of their product portfolio coupled with Visual X-Port's specific and unique export process related features made Randeep Exports decide in favour of Softlink.

Specific Problem Areas that Visual X-Port addressed

Visual X-Port is capable of handling the complete export lifecycle of any shipment right from enquiries to the realization of payment. It successfully managed the vast amounts of data that Randeep Exports needed to be collated, while simultaneously reducing errors in the company's operations.

Some concrete benefits that Visual X-Port helped deliver are:

- Visual X-Port is simple and easy to use software that can be implemented effortlessly. It was also easy for employees at Randeep Exports to learn Visual X-Port to realise its full potential.
- Visual X-Port prepared consolidated MIS reports that revealed the export flow of the company based on quality/ quantity with regard to a particular customer, particular product or with regard to its flow in a particular month.
- Visual X-Port provided Randeep Exports with real-time updates of changes in export policies and procedures by the government, DGFT and Customs.
- It enabled Randeep Exports to send invoices and B/L instructions electronically to CHAs saving them a lot of time and helping them avoid costly errors. Their data was seamlessly transferred to Visual IMPEX, the product used by a majority of CHAs.

Application Infrastructure Snapshot

Visual X-Port does not have any special requirements.

- Dual Core Intel Pentium IV PC, with minimum 1 GB RAM and 40 GB hard disk or higher.
- Windows XP/ Vista/ 2003/ 2008 with Internet Explorer 6 or higher

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