



LOGISTIC INTEGRATORS SELECTS SOFTLINK'S LOGI-SYS TO DELIVER END-TO-END SOLUTION

The study focuses on the adoption of technology by a first generation logistics company, Logistic Integrators (I) private limited (LIPL). The company operates in the niche market of Freight Forwarding - Import consol and handles Exports nominated by Overseas Partners and Indian shippers. Having presence in the major metros of India and plans to expand to locations across the country, LIPL were in search of a solution that would integrate their operations and provide the necessary tools for profitable business growth. Selecting the right system was critical to their business as it would be the key influencing factor in not only their growth but also their competitiveness. The focus was on a system that would meet their current requirements and at the same time be flexible enough to adapt to their growing business needs. LIPL was keen to partner with a technology vendor who had the requisite technological capabilities and domain expertise.

Achieving Harmony through Integration

LIPL had a clear idea of the technology vendor they would like to partner with. They were looking for a partner who had the capability to deliver a solution which would not only suit their current business needs but also grow with their business. The background of the service provider was of primary importance to them and they were looking for a vendor who had the requisite expertise in technology and logistics domain.

LIPL's selection of Logi-Sys, Softlink's enterprise application for Logistics Service Providers (LSPs), was in keeping with their expectations as Softlink fulfilled all of their requirements. In Softlink LIPL found a partner who could collaborate in their business growth. Logi-Sys enabled LIPL to streamline their business processes. Logi-Sys has been designed to handle all the functions of international logistics including freight forwarding and consol operation by air and sea. This was another key factor that influenced LIPL's decision to partner with Softlink.

Meeting the Challenges

LIPL is a global logistics service provider with pan India presence. LIPL approached Softlink with their requirements for a system that would cater to their specific business needs. They required a system flexible enough to meet their current activities and adaptable to their growing business requirements. The system was also required to cover their specific business process.

After a thorough study of the requirements put up by LIPL and their business process, Softlink suggested Logi-Sys to them. Logi-Sys being a modular application, LIPL had the freedom of selecting only the modules suited to their current business activities with the flexibility of adding more as their business grows.

Softlink implemented Logi-Sys at LIPL and went go live within a short period of less than a month. The system was deployed on cloud server, which typically delivers common business applications online which are accessed from a web browser, while the software and data are stored on servers. They opted for cloud computing because of its cost effectiveness and other benefits like, scalability, Reliability, Security and Maintenance.

End-to-End Solution

According to Mr. Naishad Ashar, Director, LIPL, Logi-Sys is an End-to-End solution, giving manifold benefits to the company. Logi-Sys has not only integrated their entire functions and operations, it has also provided them with complete visibility and tools for customer interactions.

Integration of operations:

Logi-Sys encompasses the entire business process flow of international logistics operations. It enables flow from inquiry to booking to shipment / consol and billing to receivables to cash flow and working capital cycle management. The system keeps track of unbilled shipments and providing the user complete control over revenue helping avoid leakages. Its exhaustive reporting provides insights into the performance for each of the variables in the business

Enhancing visibility:

Logi-Sys has enabled the company to have both the Micro and the Macro view of the Business. Sophisticated features like the dashboard and Business Intelligence System (BIS) give a complete view of the business including shipments, billing, costing and above all, revenue. It provides complete control over the financial operations from a single location. The System offers consolidated view of the business across branches, thus providing complete visibility.

Customer interaction:

Logi-Sys has enabled the company to keep the customer updated on the various stages of the shipments through the daily status reports (DSR) and online tracking. With Logi-Sys the company is able to achieve improved customer satisfaction.

The system has enabled the company to plan the clearance of shipments after arrival; interact with carriers and service providers, update information to the local consignee, overseas shippers, shippers and overseas Agents / consignee. It has helped gain control over the processes and key deliverable compliances within the time lines.

The Key benefits

According to the LIPL, Logi-Sys delivers several benefits to its users like:

- End-to-End solution for all needs
- Export Forwarding (Air/Sea)
- Import console (Air/Sea)
- Integration of all functions
- Total visibility
- Enhanced customer interactions
- Key Performance Indicators (KPI) and MIS reporting.
- Optimum utilisation of resources
- Centralised tax management and treasury management;
- Centralised approval and the vendor managements,
- Centralised management of inflow and outflows and overseas agent
- Control over day-to-day accounting & overseas accounts
- Consolidation of books at HO while maintaining 'Profit-Centre' at branch levels.



"Logi-Sys has streamlined our entire operations and has enabled us to focus on the Business Development, with both macro and micro visibility across the country. The sophisticated business tools help in developing effective Business plans and ensure deliverables within time line to the customers."

Mr. Sunil Krishnan, CEO & MD



"Some of the benefits of Logi-Sys are, improved centralised functions of Treasury and Tax, Control on working capital cycles, revenue retentions and cost saving. The solutions for Accounting and MIS are simply outstanding. Its online revenue statement enables us to keep tab on revenue on day-to-day basis. And above all it is a very user friendly, high calibre product from a high class IT Company with excellent support and development staff. The product has something for everybody right from users to the CEO/ MD/ Directors. We have recommended Logi-Sys to our overseas partners too, for the ease it provides in managing the company operations."

Logi-Sys Snapshot

Logi-Sys is a web based, comprehensive, modular, enterprise level application that combines all the operations & functions of a Logistics Service Provider (LSP) into one integrated system. Logi-Sys covers all functions of international logistics including Freight Forwarding, Customs Clearing, Billing & Financial Accounts, Purchase Order Management, Container Management and Warehouse Management.

Logi-Sys integrates the various functions of logistics company right from Inquiry, Quotation, Booking and Shipment to Billing. It manages Air, Sea, Import, Export, LCL, FCL, Factory Stuffing, Dock Stuffing etc. Quotations can be approved before being sent and freight rates can be stored.

Logi-Sys ensures hassle free customs clearance facilitating filing of Bills of Entry & Shipping Bills both online via Icegate as well as manually. It prints all the standard forms as well as checklist for verification before online submission. Logi-Sys has several advanced features like directories for tariff and notifications, various masters, auto duty calculation, Icegate communicator for filing documents and reading messages back from Icegate, RMS requirements and much more.

Logi-Sys automates the entire accounting processes with seamless flow of information from operations to the tightly integrated full featured accounts module. All receivables & payables and bank/cash transactions are directly posted in accounts. It has several advanced features like budgeting, approval of transactions before posting, auto calculation of TDS for various services rendered, reconciliation and much more.

Logi-Sys facilitates sales and service management and enhances the customer interaction and experience. Marketing department can manage its campaigns and strategies efficiently and measure the success of marketing efforts. Sales activities from inquiry to order can be managed and tracked to their logical end. All customer interactions can be recorded thus helping provide optimal customer service with continuity and consistency.

Logi-Sys's Track and Trace facility gives the users the benefit of intuitive and predictive tracking. It gives a complete bird's eye view of the operations as all shipments can be tracked through their life cycle. Clients can be provided tracking facilities from the corporate website. Reports can be generated and Daily Status Reports (DSR) can be emailed to clients.

Logi-Sys's in-built alerts and notifications system helps in managing the operations and functions efficiently and avoid costly errors. Alerts on exceptions and notifications by email can be triggered on preset parameters and can be sent via email and SMS.

Logi-Sys can integrate with corporate website to provide online tracking to the customers. It has EDI capabilities to exchange data with business partners including Carriers (Via INTTRA), Ports, Shippers, Consignees etc.

Logi-Sys has sophisticated tools like Business Intelligence System, Smart Reports, Key Performance Indicators, Alerts & Notification, Approvals, Budgets, Electronic Data Interchange, Integration with corporate website and much more. Developed in over 200 man years Logi-Sys is most exhaustive and extensive system available for Logistics Service Provider (LSP).



Logistic Integrators Private Limited (LIPL), a first generation Logistic company, started in November 2009, began its commercial operations at Mumbai, Delhi and Chennai, with plans to Opens operations at other location across the country.

The company operates in the niche market of Freight forwarding - Import consol and handles Exports nominated by Overseas Partners and those from Indian shippers. The company has tied up with a network of exclusive and large Logistics company in major countries to facilitate logistics between these countries The company with just a little over a quarter of existence, caters primarily to the corporate world. The team of Directors have experience in all products of Logistics and supply chain, and possess expertise and competencies for handling Pharma Freights, movement under controlled climatic conditions, Project Movement - inbound & outbound both Air and Sea, GOH and many other aspects of logistics and supply chain.

The company is confident of creating a unique position in the niche market with it key differentiator very soon based on it strong value system, a clear Vision and Mission to accomplish the same.

SOFTLINK: Simplifying Operations

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.