

Softlink Global ties up with Datamation Systems Sri Lanka

Mumbai, India – April 1, 2013

India's Freight Management Solutions pioneer Softlink Global has expanded its geographic presence in South Asia through an agreement with Sri Lanka's Datamation Systems. Softlink's customers in Sri Lanka can now be assured of more enhanced service levels and capabilities. As



a result of the agreement signed in February 4, 2013, Datamation Systems will now market and service Softlink Global's world class freight forwarding software Logi-Sys in Sri Lanka and the Maldives.

The agreement will enable Softlink Global's flagship product Logi-Sys better access to the Sri Lankan market which requires cutting edge solutions for its global customers.

Softlink Global is a India, Mumbai-based freight management solutions provider with a client list of big and small companies in the logistics arena. It has been offering automated freight management solutions to the global logistics industry for over two decades.

In its 28th year of operations, Sri Lanka's Datamation Systems offers ERP solutions in industry vertical such as Redistribution, Manufacturing, Packaging, Printing, Travel, Vehicle Assembly & Repair, Engineering services etc.

Speaking on the occasion, Mr Amit Maheshwari, CEO& MD Softlink Global Pvt Ltd said, "Sri Lanka's strategic position in the Indian Ocean and proximity to India makes it an important transshipment hub for marine cargo. Through our partnership with Datamation Systems, we intend to provide cutting edge freight management solutions to the freight forwarding community of Sri Lanka and Maldives. Our Logi-Sys platform will enable freight forwarders to offer world-class services to customers and at the same time reduce operational costs. We intend to work closely with the community here to offer complete suite of integrated services. We are glad to have Datamation Systems onboard with us as we reach out to Sri Lankan freight forwarders."

Fazal Issadeen, Chairman & Managing Director Datamation Systems (Pvt) Ltd said, Datamation Systems is delighted to announce that we have signed an agreement on 4th February 2013 with Softlink global to market and service their world class Freight Forwarding Software Logi-Sys in Sri Lanka and Maldives. So far we have not ventured into the Freight Forwarding Industry despite many potential clients in Sri Lanka requesting us to do so. Freight

Forwarding ERP is a very complex process and very few software organizations in the region have actually a working solution for the industry. Softlink's total product focus and maintaining a business for 20 years successfully in Freight Forwarding ERPs' gave us the confidence to partner them. Their professional service and standards maintained to serve international clients was reassuring.

Datamation is confident that with its track record of successful implementation of over 400 ERPs combined with Softlink's domain expertise in Freight Forwarding, we can provide the Sri Lankan and Maldivian Freight Forwarders a mission critical application ensuring their business information needs are fully met.



About Datamation

Datamation Systems established in 1986 commenced its 28th year of operation in Feb 2013. Datamation's main focus is on ERP solutions in vertical markets such as Redistribution, Manufacturing, Packaging, Printing, Travel, Vehicle Assembly & Repair, Engineering services etc.

About Softlink Global

Softlink is a leading product company which exclusively provides software solutions across the logistics sector to Freight Forwarders, Custom Brokers and 3PL companies along with Exporters and Importers. Softlink's products are used by more than 60,000 users in over 3,000 organizations. Softlink's clientele include organizations like DHL Express, TNT India, FedEx, Videocon, Times of India, The Future Group, ABG Shipyard, Onida, Parle Products, Moser Baer India, AFL Dachser, Nippon Express, DB Schenker, Kuehne + Nagel, Agility etc. Key PSUs and Government Departments like Air India, Indian Oil Corporation, Dredging Corporation of India, and Embarkation HQ benefit from Softlink's products.

About our flagship product Logi-SYS

Logi-Sys is industry specific solution and provides comprehensive Freight Forwarding, Documentation, Consolidation, Track & Trace, Supply Chain Integration, Inland Transport, Warehouse Management, Container Management, Customer Relationship Management (CRM), Billing & Financial Accounts, Purchase Order Management, Customs Broking (Clearing), Visibility (Online Tracking), Alerts & Notification, Integration with corporate website and much more.

Logi-Sys is the most exhaustive and extensive system available for a logistics service provider and is used by some of the worlds' leading Logistics players.

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