

**Who**

Sequel Pharmachem Pvt. Ltd.

**What**

Visual X-PORT

**Why**

To manage and have greater control over their Export life cycle

**When**

With implementation of Visual X-PORT Sequel Pharamchem were able to manage their exports systematically and efficiently.

**The Entire Case Study**

Export management involves a lot of documentation both commercial as well as regulatory. Before Visual X-PORT, Sequel Pharmachem found export management to be time consuming and resource hogging. Lot of time was wasted in duplication of data as most of the work was done using spreadsheets and word processor, resulting in non-standard documents and irregular documentation process. There was no flow of information between the various departments and absolutely no coordination. As a result Sequel Pharmachem were found it very difficult to maintain the quality of documentation due to which their business suffered. Moreover they were unable to analyze their business performance and strategize future plans. This is when Sequel Pharmachem decided to streamline their business process. After carefully evaluating the various offerings in the market they finally decided to implement Softlink's Visual X-Port.

**The Problem**

Sequel Pharmachem were finding it difficult to manage their business which was expanding at a rapid pace. Major part of their work was being done using spreadsheets and word processor. This was not only time consuming, there was considerable duplication of data entry often resulting in costly errors. The employees were burdened with repetitive work and were unable to cope with the workload leading to drastic reduction in the overall efficiency of the company. Managing the records became cumbersome since they were maintained randomly; it was also difficult to retrieve crucial information when required. Moreover in-depth analysis of the business performance could not be made and they were unable to identify the future growth opportunities or plan the future course of action. All the resources of the company were utilized in managing the primary requirements leaving no time for focusing on growth. Sequel Pharmachem were unable to keep track of their business, the orders received, those pending for execution, payment realization etc. As such there was absolutely no control over the processes and the company was in a state of general disorder.

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**Overview****Product Used**

Visual X-PORT

**Client Profile**

Sequel Pharmachem is an upcoming pharmaceutical company manufacturing of intermediates & APIs. They are also in to the development of novel process for synthesis of generic drugs and active pharmaceutical ingredients (Regulated, semi-regulated markets) and are getting into formulations too with successful exports to West Africa. They aim to provide one stop solution to pharma industry by 2010 in the field of R&D and manufacturing. The company's mission is to provide safe, innovative pharmaceutical bulk drugs and ensure excellent results to emerge out as a strong player in the domestic & international market

**Business Need**

Sequel Pharmachem were looking to streamline their Export operations and have greater controls.

## Why Softlink?

According to Mr. Rajesh Bhomawat, General Manager, Sequel Pharmachem, Softlink's long presence in the market and its domain knowledge was one of the criteria for selecting its product Visual X-Port. Visual X-Port covers all the essential aspects of Export life cycle, making it a complete Export Management Solution. Softlink was also reputed for its prompt updates and excellent customer support. After studying and evaluating various options Sequel Pharmachem were convinced Softlink would be its ideal technology partner.

## The Solution

After implementing Visual X-Port, Sequel Pharmachem witnessed a sweeping change in the working of the company. Visual X-Port automated and systematized their entire export documentation process. With Visual X-Port the entire export life cycle from inquiry, order to realization of payment became easy to manage. All commercial and regulatory documents like invoices, packing list, GSP, certificate of origin, BRC etc. could be generated. It also took care of the regulatory requirements. No longer was repetitive data entry required, information entered in one of the process percolated through out the life cycle. Inquiries and orders could be tracked to their logical ends with comprehensive reporting of orders not executed. Analysis on the basis of vendors, customers and geographic location became possible, helping the management to analyze and focus on areas of growth and potential. Previously Sequel pharmachem had to maintain various registers for keeping track of pending order, shipment & benefit scheme etc. but Visual X-Port generates all these automatically based on the transactions made. Information of past shipments could be searched and retrieved immediately. Mr. Rajesh says "Visual X-Port provided manifold benefits for us like duty benefit register, references of past invoices, alerts for pending payment and expiring L/C, Tracking of shipment & payment and benefit schemes etc."



"After implementing Visual X-Port we have been able to give more attention to identifying opportunities & achieving growth. Visual X-Port delivers Business Intelligence, accurate documentation & smooth coordination between different agencies. It has enhanced our overall productivity and efficiency. The software is very user friendly and easy to use. The customer service is excellent."

Mr. Mohan Kadam, Director, Sequel Pharmachem

## 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.

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