

#### Client Profile

DHL Lemuir Logistics offers a comprehensive range of innovative logistics solutions to its clients. Their services include sea freight, air-freight, project forwarding, consolidation, and warehouse handling amongst others.

#### Industry

Freight Forwarding

#### Softlink Solution

Visual IMPEX

"In Softlink, we found a capable and trusted partner who has a long history of providing value-based products and developing successful customer relationships. The domain expertise, professional approach and technological competence of Softlink are commendable. This solution helped us bring down the time taken in our clearing and forwarding operations, thus helping us concentrate on our customers. In a constantly changing business environment this has helped us achieve maximum customer satisfaction."

DHL Lemuir Logistics Pvt Ltd.

Case study: DHL Lemuir Logistics Pvt. Ltd.

## Softlink Creates a customized Solution Especially for DHL Lemuir Logistics Pvt Ltd.

Visual IMPEX helps DHL integrate its operations with its client Toyota Kirloskar Motors Ltd.

### Overview

DHL Lemuir Logistics Pvt Ltd. is a joint venture of DHL, the world's leading express logistics company and Lemuir Group, pioneers in the Indian logistics industry. DHL Lemuir Logistics is a leader in supply chain management, offering a full range of customized solutions in India. DHL Lemuir Logistics offers a comprehensive range of innovative logistics solutions that encompasses the complete supply chain from design and consulting through freight forwarding, warehousing and distribution services to integrated information management and e-commerce support services for business-to-business and business-to-consumer markets.

DHL Lemuir Logistics offers a wide range of services, including sea freight services, airfreight services, project forwarding, air-freight consolidations, warehouse-to-warehouse international transportation, break-bulk handling and distribution & warehousing services.

### The Problem

DHL Lemuir Logistics required a solution to integrate its operations with its client, Toyota Kirloskar Motors Ltd., a joint venture between Kirloskar Group and Toyota Motor Corporation. The need was to put in a system which would help it adhere to its timelines and provide optimum service.

DHL Lemuir Logistics handles huge consignments for Toyota Kirloskar Motors Ltd. This exercise has an enormous data entry requirement (consisting of multi-invoices and multi-products), leading to a delay in the clearing of consignments. Thus, DHL Lemuir Logistics needed a solution that reduced its data entry to just the bare necessity.

#### Challenge

DHL Lemuir required a solution to integrate its operations with its client.

#### Solution

Implementation of Visual IMPEX, a virtual expert in Indian customs compliance.

#### Benefits

Data entry requirements were integrated and simplified.

## 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.

## Contact Details

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## Softlink's Approach

Softlink custom designed a solution for DHL by mapping the data that they received from Toyota Kirloskar Motors Ltd, developing a bridge that would read the data into Visual IMPEX and by verifying and importing the data for further processing.

Softlink having the domain expertise and the advantage of DHL Lemuir Logistics using its product Visual IMPEX guided Toyota Kirloskar Motors Ltd. in generating the data required by DHL Lemuir Logistics for its clearance activities. The data was then mapped for importing into Visual IMPEX.

Automation of the data import processes.

- Softlink advised Toyota Kirloskar Motors Ltd. on generation of a standard format of data to be sent to DHL Lemuir Logistics.
- The data sent by Toyota Kirloskar Motors Ltd. Was mapped and a bridge (plug-in) was created to import the data into Visual IMPEX.
- The data is then verified by Visual IMPEX and made available for further process.
- Processed data is then submitted for custom clearance.

## Concrete Benefits that Visual IMPEX Helped Deliver

After implementing Visual IMPEX, DHL Lemuir Logistics found that its tasks were getting completed in record time, in some cases; the company was ahead of its timelines.

In addition to speeding up DHL Lemuir Logistic's operations, Visual IMPEX also enhanced their efficiency through the automation of their processes, minimized user effort while maximizing productivity and also enhanced their client service and client satisfaction.

## Solution Highlights - Softlink's consulting approach

After studying the system requirements of DHL Lemuir Logistics, Softlink based on its experience and domain expertise developed a customized solution that acted as a bridge between DHL Lemuir Logistics and Toyota Kirloskar Motors Ltd.

Our solution was based on:

- Study of requirements based on our experience and domain expertise.
- Delineation of a standard format for data transfer
- Mapping the data forwarded by the client and developing a bridge (Customized solution) for importing the data into Visual IMPEX.
- Verification of the data imported into Visual IMPEX.
- Making the data available for further processing.

## Application Infrastructure Snapshot

Visual IMPEX does not have any special requirements.

§ MDAC 2.6 or above (For database processing)

§ Windows XP/2003 with Service pack 3 or above

§ Windows Explorer 6.0 or above

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