AV GLOBAL
TOTAL LOGISTICS SOLUTIONS

SKYWAY   HIGHWAY   SEAWAY

A V GLOBAL IMPLEMENTS
SOFTLINK'S LOGI-SYS
TO DELIVER INTEGRATED LOGISTICS SOLUTION

"Logi-Sys has helped us in delivering greater value to our customers by curbing delays and enhancing customer interactions at all levels. The same has been appreciated by our customers."

Vijay Mehta
Managing Director

SOFTLINK
Simplifying Operations

A V Global (AVG) is a leading total logistics service provider with presence all over India. The company was incorporated in 2007 by promoters having vast experience of several decades in providing logistics service including Freight forwarding, Warehousing and Distribution and clearance of cargo. Today AVG is rated as one of the best total logistics service provider in the trade and has won awards at national level.

AVG's mission is to help its customers achieve their business goals by managing their operations efficiently and exchange information with the supply chain. AVG was in search of a solution that would help them in their mission and at the same time accelerate their growth. Competition is extremely high in the logistics sector. Price and customer service have traditionally been the major factors in securing and maintaining business relationships, but AVG also wanted to provide greater value to its customers by acting as a strategic partner, providing knowledge-based services. Specifically, the company wanted to improve quality, accuracy and productivity.

The Challenges

In its quest to implement a fully automated approach for doing business, AVG has made a number of significant improvements. AVG have been involved in a lot of internal re-engineering, leveraging cutting-edge technology, in order to achieve complete operations automation and electronic data exchange solution to eliminate re-keying. The two things that were important to AVG was technology that would deliver the results they were looking for and the other equally important factor was making sure they had the right tools for customer interactions.

AVG has many large international companies among its clients like HP, HCL, TCS, Canon, Hitachi, Nestle, Pepsi, Alcatel and many more. With business growing at a fast rate and large volume of shipments from these customers amounting to more than 500 transactions per day Avg was under tremendous pressure as their existing system was not capable of handling the load.

They required a system flexible enough to meet their current activities and adaptable to their growing business requirements of:

- EDI connectivity with customers to share and transmit the huge volume of data related to their shipments on day to day basis.
- Covering their specific business process like EDI connectivity with Agencies for filing regulatory documents
- Consolidation of data at a single location
- Comprehensive reporting and business information tools.

The Solution

To accomplish this, AVG carried out the evaluation of several vendors to study their functionality and learn how it would integrate their operations. AVG was cautious about selecting the technology partner as it would have a direct bearing on their business and strategic goals. The evaluation process helped AVG to learn the key differentiating factors of the systems on offer and how it would help achieve their business and strategic goals.

AVG selected Softlink's Logi-Sys, An ERP solution for logistics management and went live with it in December 2010 simultaneously at its various branches in India. AVG's selection of Logi-Sys was in keeping with their goals as Softlink fulfilled all of their requirements. In Softlink AVG found a partner who fulfilled their requirements while driving business growth. Logi-Sys enabled AVG to streamline their business by optimizing the logistics 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 AVG's decision to partner with Softlink.

The Results

Logi-Sys being a modular and extensible application, AVG 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 AVG and went go live within a very short period. The system was deployed on their server hosted in their premises. To ensure data security AVG has availed a storage area network (SAN), which is a dedicated storage network that provides access to consolidated storage. SAN enables sharing of data on different computers and help to increase storage capacity utilization, simplifying storage administration and adding flexibility. SAN is gaining wider adoption across both enterprise and small to medium sized business environments.

Before Logi-Sys AVG was using several software at its different locations which resulted in virtual information islands. The various branches worked independent of each other preventing sharing and monitoring of data. This caused tremendous delays and disruption in work and deficiency in client servicing. After implementation of Logi-sys, the entire operations of AVG have been centralized with the capability to track and monitor each and every transaction across branches. Also through further customization of Logi-Sys AVG are able to handle large volume of customs clearance through electronic exchange of data with customers, reducing data redundancy and errors. Capturing information electronically has become so much more accurate because it eliminates re-keying and the chance of errors.

According to Mr. Vijay Mehta, Managing Director, AVG, 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, sippers and overseas Agents / consignee. It has helped gain control over the processes and key deliverable compliances within the time lines.

The Key benefits

With Softlink's Logi-Sys' help, AVG has not only continued to improve data accuracy and reduce data redundancy, it has shortened delivery times and the time frames for delivery. AVG is seeing productivity gains because it can handle more shipments with less people. There are fewer errors, which mean fewer delays, and customers get their shipments quicker. Its customers can also leverage Logi-Sys to track and trace their shipments online. In addition to integration, Softlink's solutions offer better information sharing with customers, a more robust solution, superior technology and most importantly, greater potential for AVG's future plans.

According to the AVG, Logi-Sys delivers several benefits to it users like:

- Comprehensive modular logistics solution.
- Integration of functions.
- Total visibility.
- Enhanced customer interactions.
- Key Performance Indicators (KPI) and MIS reporting.
- Enable efficient electronic data exchange between with customers.
- Elimination of data redundancy and errors.
- Reduction of operating costs
- Capacity to handle large volumes.
- Productivity augmentation
- Accessing and sharing information in a secure and reliable way
- Greater control and follow-up capabilities
- Increased business continuity

Logi-Sys

Logi-Sys is a web based comprehensive modular application that combines all the operations & functions of a Logistics Service Provider (LSP) into one integrated system. It is a sophisticated, advanced solution which streamlines all the process of a LSP including Freight Forwarding and Customs Clearing. The Freight Forwarding modules like Air & Sea Freight Export handles Quotations, Bookings, Stock Management, Manifest, Labels, Bills of lading & Airway bill and Consolidation with exhaustive reporting and Track and Trace facility. The Air & Sea Freight Import modules take care of activities ranging from Consol, shipping to preparation of CAN and DO. The Customs Clearing module takes care of the entire customs clearing activities. It supports manual as well as online Bills of Entry and Shipping Bills along with filing via ICEGATE. Logi-Sys can interface with your country specific rules and regulations system allowing you to deploy Logi-Sys across boundaries without any integration concerns.

Profile:

AV Global is a leading total logistics solutions provider, well known in the industry for its dynamism and result oriented approach. State of the art corporate office is located in the heart of Delhi with regional offices in Mumbai, Chennai and Ludhiana. The Company is already serving a wide base of highly satisfied clients including captains of the industry from various sectors e.g. IT, Telecommunications, FMCG, Industrial & Consumer Goods, Project Imports, Automobiles, Apparel & Footwear and Food & Hospitality. The Company possesses expert and professional manpower having vast experience.

The strength of the company is its integrated logistics solutions in India and overseas, offering unmatched services to clients and adding value to it by customizing services as per their requirements.

The company aims to be the top service provider at national and international level providing cost-effective, efficient and quality services. It believes in channelizing resources in the best interest of the trade and maintain utmost standards of ethics, morality and compliance with law and contribute its mite in national building process. The company has defined its Goal as total customer satisfaction by offering highest service quality. Consistently delivering customized logistics solutions with the objective to exceed customer expectations AVG's Commitment to quality and continuous improvement of its process to maintain its leadership. It is the constant endeavour of the company to employ quality management systems to "perform all our tasks right the first time".

"Our goal is to achieve total customer satisfaction by offering highest service quality, consistently delivering customized logistic solutions with the objective to exceed customer expectations. We recommend Logi-sys to other logistics companies, particularly those who handle large volumes at multi locations across locations."

Mr. Vijay Mehta, MD