



Kale Logistics

Technology that Transforms



CASE STUDY

Continental Warehousing Corporation expands container handling operations across 5 depots with Kale's CAPELLA™

Containerization is on the rise

Container traffic is expected to grow five fold in the next 10 years and developing economies (BRICS) and African continent is expected to be leading this development. In order to cater to this expected growth, Shipping Lines are designing and building high TEU capacity ships, Ports are augmenting facilities and the container depot companies are looking at ways to handle large throughput with minimal increase in costs and complexity.

Container Freight Stations (CFS) and Inland Container Depots (ICD) or simply Container Depots/Terminals are besieged with complex operations involving multiple stakeholders (agents, line, customs, transporters etc) and have traditionally employed manual operational processes leading to slow movement of cargo and containers and inaccuracy in planning and actual actions. And amidst this inefficiency, CFS/ICDs need to cater to increasing customer demand and expectation.

Continental (CWCNL) - an integrated Logistics player

Continental is a part of the NDR Group, a well-established multi-modal logistics player with a pan-India presence. The Group is one of the biggest containerized and bulk warehousing providers in India. Establishment of CFSs and ICDs is one of the major initiatives of NDR Group. The Group also provides Freight Forwarding and Land Transportation services to its customers.

The CFS/ICD units of CWCNL currently operates 4 units are spread over an area of about 40 acres, with a capacity to handle 225,000 TEUs . The facility also houses the largest Customs Bonded Warehouse in Chennai with an area of 250,000 ft² and import/export warehouse area of 27.500 ft². The CFSs have been created to meet global benchmarks and accordingly incorporates state-of-the-art facilities. The ICD is well connected by Rail and also operates a PFT.

Expanding the business wasn't a cakewalk

The Management at CWCNL had rapid expansion plans in 2009/10. On carefully analysing its current operations, three major factors came up as key challenges to be overcome. These pertained to

- Streamlining operations through standard processes
- Ensuring visibility of operations to all stakeholders
- Ensuring zero revenue leakage and loss

This set the tone to evaluate an IT system which could provide a holistic answer to these impediments.

CAPELLA™ on Azure Public Cloud

CWCNL selected CAPELLA™ as it can be deployed both as licensed software and as a SaaS based application. A Microsoft Windows Azure platform base provides CAPELLA™ clients the operational efficiency, development flexibility, scalability, data security amongst many other business benefits.

With Azure, the deployment and GO LIVE time has been crashed to 2-3 weeks as against the conventional process of over 3-4 months.



An on-demand, holistic & future proof system

CWCNL set up a core team to evaluate off the shelf CFS/ICD software solutions. The team set up the following criteria for selection

- Reliable & Committed IT vendor with a proven track record in the logistics industry
- A full feature software incorporating Rail/Road based container Exports, Imports, Empty, Maintenance and Repair, Disposal, Customs connectivity, Invoicing and Customer portal.
- Scalable system to support needs of a growing container business
- Modular system giving the capability to quickly configure independent operations group

CAPELLA™ was a unanimous choice of the team. CAPELLA™ impressed the team with its easy to use UI, a robust n tier architecture and the ability to handle FCL/LCL business. With industry compliant integration with Financial Management applications, CAPELLA™ presented a unique full suite solution capable of automating a large CFS/ICD operation

CAPELLA™ powers end-to-end automation

The CAPELLA™ solution, apart from extensive functionality, provides several value adds to the user. These include

- Comprehensive tracking – shipment, container & truck visibility
- Enhanced irregularity monitoring
- Proactive system alerts
- Support for hand-held, mobile devices
- Easy maintainability
- EDI support
- Better control over equipment, containers, warehouses, yards

Taking control through Business Intelligence

CAPELLA™ optionally provides an integrated BI platform offering KPIs, KPAs, forecasting, simulation and what-if analysis for the management





Business Benefits in operations and decision making

CAPELLA™ addresses all major issues pertaining to container inventory, yard management, accurate and reliable billing, auto emails to stakeholders and real time container status information

A few of the major benefits experienced by CWNL included

- 100% elimination of manual and redundant operational process (e.g. Manual Gate pass) and documents.
- Zero revenue leakage thereby adding USD 1.5 Million to the bottom-line over the last three years.
- Higher customer satisfaction (70% increase in repeat business because of accurate and real time shipment status updates)
- 40% improvement in usage of the yard due to comprehensive yard management process.
- Better forecasting and planning.
- Improvement in labour and material handling efficiency.
- In depth statistics on customer, container and operational profitability.

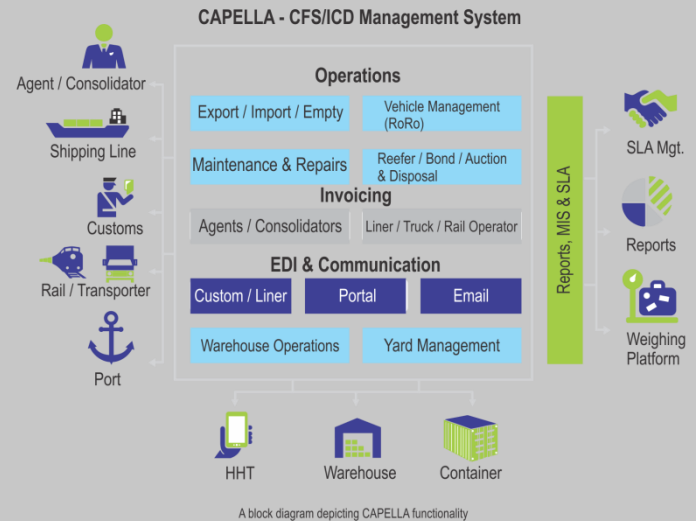
Azure Cloud: A new way of low cost implementation

A cloud platform provides clients with access to capacity on demand, fault tolerance, distributed computing, data centres located around the globe, and the capability to integrate with other platforms.

- With Windows Azure, the infrastructure has been planned for minimum usage, and peaks are taken care by dynamically increasing the Azure virtual machines.
- Total cost of ownership **is one third** as compared to on-premise deployment.
- There has been a significant improvement in user experience due to non-degradation in performance during peak usage.
- As the entire server management is done by Microsoft, such as upgrade, patch management, anti-virus, etc, there is a significant reduction in application/server management efforts.

CAPELLA™ - CFS/ICD Management System

CAPELLA™ builds on the framework of Automation, Quality of data exchange and Decision support, thereby automating the disorganised CFS/ICD processes to give the operator instant access to information and provide management with complete visibility of their business.



With CAPELLA™ implementation in place at our locations we have experienced a feature rich, integrated and scalable solution that helped us meet all our business needs. Also, MS Windows Azure platform made the deployment time faster with no additional costs on infrastructure, maintenance or administration. This initial success along with user feedback on using CAPELLA™ solution has further encouraged us to replicate our experience at our upcoming locations.

Mr. Amruthesh Reddy - IT Director, CWCNL



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