



Kale Logistics

Technology that Transforms



CASE STUDY

A Global Freight Forwarder realises fast ROI from CORVI™ - a web based Freight Management Software

Freight Forwarding business is changing

International Freight forwarding is a highly service driven, complex and fragmented logistics process. Multiple levels of stakeholder intervention are inevitable leading to many challenges. It is often constrained by an abundance of paperwork and redundant operating procedures. Customers and stakeholders are increasingly demanding to exchange information seamlessly between forwarders, shippers, custom brokers, carriers, airport/port terminals, overseas agents and consignees. The industry is in the middle of wide ranging changes like the e- enablement of business processes, secure cargo and reducing margins.

A Global Forwarder with operations across 20 locations

Client is an established company started in 1974, with a commitment to offer worldwide freight forwarding services comprising all aspects of transportation of freight. Being associated with leading global industry associations, client has progressed rapidly in business reach, operations and customer service levels.

The client has offices and partners in Europe, USA, Asia and Middle East. It offers its customers a single stop solution of Freight Forwarding, Customs Broking, Warehousing and Local Transportation. The client has several blue chip demanding customers who need to be serviced with "as-it- happens" information .

Separate systems hamper operations

Clients business was largely focussed on air and ocean shipments and all the branches were running on old, standalone legacy applications for managing its forwarding operations, customs broking and business accounting. The client faced challenge for any branch-to- branch and branch-to- Head office direct information exchange, thereby necessitating manual reporting.

The data exchange quality suffered on account of high volume of shipments and frequency of reporting (daily/weekly/ monthly). It was prone to errors, repetitive corrections and delays in overall business cycle.

The clients business had moved far ahead of what its application supported. The business users needed profitability analysis, quick use templates and a pricing engine which was dynamic and flexible. Customers complained of lack of shipment visibility and information availability in real time.

CORVI™ aids Leading Pharmaceutical Manufacturer connect with trade partners

The Freight Forwarding client has extended the customer portal feature to his largest Pharma customer, who is now able to view all his jobs(bookings), approve House BL/AWB, track shipment updates in real time and view invoices. Also, for any ad hoc shipment not covered under their contract, they are able to send inquiry and receive quotations on the portal.



Moving to a powerful new generation system

While evaluating a multitude of Freight Management systems, the client identified that the new application needed to be scalable, must offer its staff the flexibility to have shipment updates "on the go" and provide the management complete visibility and real-time data / reporting to enable pro-active decisions. Another key parameter was to reduce the business cycle time to realise early revenues.

CORVI™ was a good fit to the requirement on more than the listed criteria. It is a next-generation centralised forwarding software that streamlines business operations and accounting across branches and gives HQs a complete visibility & control of business. Currently in use at 58 locations across the world, the system also offered next generation features like Reverse document consolidation, Integration with Airlines (using IATA standard CARIMP messages), a forwarding business focussed warehousing, Sales/CRM module and a powerful invoicing engine.

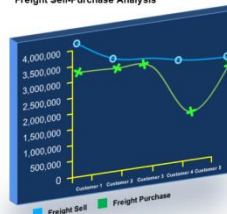
Experience Technology that transforms

The CORVI™ Freight management software apart from being scalable & flexible has allowed centralised view of business to the management with effective business intelligence dashboard, optimal resource utilisation and a single point of data entry. The system is integrated to clients accounting system thereby offering centralised accounting operations. The functionality to send alerts enables pro-active decision support. CORVI™ provides interface with EDI and other 3rd party ERP applications. It effectively helps the forwarder manage his multi-modal business SLAs, Customs clearances, Customer relations management, sales management, Billing & accounting, MIS reporting and stay updated with industry regulations and compliances.

CORVI™ offers in depth multi modal operations covering Ocean, Air, Rail and Road. The customer portal can be integrated with the Forwarders website and it allows the Forwarders customer to send inquiries, track shipments, view bookings and see reports.

CORVI™ is a web-based application that can be hosted centrally and accessed with a simple internet connection. CORVI™ has a Business Intelligence layer with Outlook type calendar updates for the top management

Freight Sell-Purchase Analysis



Freight Sell Distribution





Significant value-add leads to better customer satisfaction and lower costs

Over the last few years since the system has been operational at the client, CORVI™ has contributed towards streamlining the client's business, ensuring availability of correct data and helping the client in its day-to-day customer service commitments.

The client also embarked on an audit to ascertain the actual effectiveness of deploying CORVI™. The client IT team and Kale's customer service team worked in tandem to identify areas where the introduction of the system had made an impact. The team went ahead to quantify the benefits accrued and arrived at a Return on Investment(ROI) figure. The ROI was in the range of 24-28 months considering the benefits identified. The key benefits summarized by the team were

Real time information visibility

Against the backdrop of error prone manual reporting, CORVI's Business Intelligence feature eliminated the need for any manual work, thereby ensuring productive time for office staff. The same information was shared with customers, internal departments, other logistics stakeholders and the management.

No loss of revenue- assures profitability

Prior to CORVI™, the accounts department and the operations group were at loggerhead on the issue of revenue invoices. CORVI™ completely changed the scenario. Its maker, checker, reviewer framework allows operations to carry out its job, the pricing engine works at the backend to link operations to customer & vendor prices and the accounts gets the draft invoice for verification and finalization. Additionally CORVI™ provided the managers with shipment profitability at each stage, thereby ensuring that the right decisions were taken.

Truly Multi Modal operations - nothing outside the system

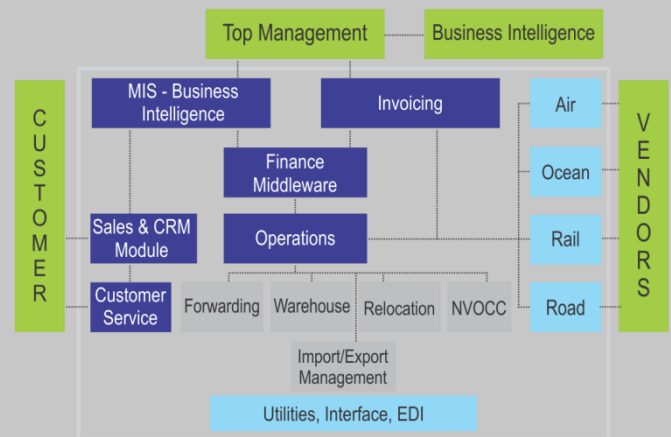
Unlike the past, all the documentation was created from CORVI™. Using e-docket feature, all external documents like invoice, packing list, container inspection photographs etc were scanned and tagged to the shipment. Templates for BL and HBL made life easy for users.

Apart from the above benefits. CORVI improves business productivity by eliminating redundant processes, reduces cost by reduced paperwork/data entry efforts and improves business visibility by providing several operational and MIS reports

CORVI™ Freight Management System

CORVI™ is a robust application designed to meet the end-to-end needs of global forwarders of all sizes. The solution provides accurate and real-time information, which can be shared between freight forwarders and trade partners involved in the movement of freight.

CORVI - International Freight Management System



A block diagram depicting CORVI (FF&N) functionality

The solution comes with multi-lingual capability and connectivity to Air Carriers via UPLIFT- cargo community platform. CORVI™ Supports multi modal transportation by integrating all the elements of Freight Forwarding and Customs clearance business. Portal has lighter UI and ease of navigation for customers and agents and it offers visibility of all jobs, cost capture function to track profitability and stores a library of resources via digital documents and images. It employs high level of security features to ensure authentic information and proper accountability.



With over 24 branches and partners worldwide, having a web based intelligent centralised system for our operations and an EDI interface to Airlines & Customs through CORVI™ helped us realise Return on Investments (ROI) in less than 28 months time.

Head of Operations, Global Freight Forwarding Company



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