

INDIA CARGO AWARDS



Amrish Kumar
Founder & CEO
LogYcode Tech Solutions

✦ The inception of technology has only taken place at entity level, thereby de-linking automation at every stage of the supply chain ✦

largely the logistics players who were early adapters are unscathed and are managing work from home dictate easily. For them it is business as usual, all their departments whether it is documentation, customs filing, billing, accounting and customer service is continuing without any interruption," shares, **Amit Maheshwari**, CEO & MD, Softlink Global – **India Cargo Awards Winner 2019** - Supply Chain Management.

FREIGHT FORWARDERS: AN IMPORTANT LINK

Explaining the role of freight forwarder in the supply chain, More says, "Freight forwarders handle a lot of documentation. When cloud-based systems are implemented, all operations are online with minimal supervision, data-entry, manual intervention and zero possible errors with complete visibility and transparency in business."

Commenting on how cloud-based digital platforms give a logistics professional a pedestal to carry



Amit Maheshwari
CEO & MD
Softlink Global

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out most of the logistics workflow virtually, Kumar says, "Starting from query management, spot pricing of freight, online booking of shipments, availing transportation and warehousing, getting freight documents prepared online, invoice availability, e-transmission of shipment information, live tracking are some of the features that the online platform like LogYcode offers to the users."

"A cloud-based logistics ERP software helps to build a highly collaborative community of users who can communicate from their own respective locations and share information in the real time thus issues get solved quickly with minimum resources. With mobile app, field staff can easily update customers with the shipment status from the location," explains Maheshwari.

Adding to this, Singh shares, "Taking advantage of cloud-based freight forwarding solutions, industry players can really help overcome such calamities in the future too."

CHALLENGES

The COVID-19 has definitely cleared one fact that even though many of the logistics players have invested in state-of-the-art IT infrastructure but the lack of processes to handle such situations is posing a big challenge. Maheshwari notes, "Logistics industry has two types of teams; ones who work in field and others who work from office. Close coordination among all stakeholders is necessary to ensure fast turnaround. This requires not only latest software and infrastructure but also robust processes. Companies who did not invest in technology are repenting as their departments are working in silos, using multiple desktop systems which have resulted in complete breakdown of operations."

"The large Logistics Service Providers (LSPs) are more agile now in adoption of technology but the small and medium segment LSPs are very slow and cut corners as they see this as a cost rather than an asset which is giving them competitive edge. Moreover, medium segment LSPs have the mindset, that technology will enable everyone to be at same level and they will lose competitive edge by being transparent," elucidate Singh.

According to More, the challenge is lack of awareness among all stakeholders. He says, "From technology providers' perspective we now have to get used to 'no-touch' implementations now and with the customers facing challenges, a lot of new contracts are likely to be delayed."

According to Kumar, "One of the foremost challenges is that the inception of technology has only taken place at an entity level and not in the whole of supply chain, thereby de-linking automation at every stage of the workflow. Still the airlines and shipping lines are not completely digitally equipped as far as freight forwarding is concerned." ✦

Simplify the supply chain

➔ Good internet connectivity and uninterrupted power supply along with good security software are the key infrastructural requirements.

➔ For most SMEs, IT investments are not affordable, so community platforms and software such as cloud-based ERP systems are the answer.