

SOFTLINK GLOBAL: EMBRACING DIGITAL TRANSFORMATION IN LOGISTIC INDUSTRY

AMIT MAHESHWARI, CEO AND MD



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Commenced in 2005, Softlink Global started its journey with an aim to simplify the complexity in the supply chain industry using technology. When most of the Indian IT Industry was focused on providing IT services, the company decided to develop ready-to-use software products for all its customers. Today, Softlink's IT products are used by leading freight forwarders, customs brokers, third-party logistic companies, CFS, warehouse operators, transporters from across the world.

They are serving more than 100,000 users from South East Asia, the Americas, Europe, the Middle East, Africa from its offices in the US, Philippines, and India. In India, Softlink Global has offices in New Delhi, Mumbai, Chennai, Kolkata, Ahmedabad, Bangalore, and Hyderabad.

About the Founder

Amit Maheshwari is the mastermind behind the long-standing growth of Softlink Global. Under his evolutionary and innovative vision, Softlink's team is developing technology to automate and streamline logistics business. He is responsible for Softlink's overall global operations, including all regional business operations and corporate functions such as marketing, product development, quality, and technology. His expertise lies in strategic planning, information management, financial resource management, product development, and marketing.

Amit is known for his thought leadership and revolutionary ideas across the logistics industry. His 'eye for details,' technical and creative skills, and commercial awareness led Softlink to succeed in every software product created.

Company at a Glance

The supply chain industry is very dynamic and constantly evolving. Softlink is a technology company that has developed a product called Logi-sys to simplify the complex supply chain industry. Logi-sys helps to integrate and automate the entire operations of the supply chain logistics companies. Their goal is to make sure that their customers are ready to face any

challenges, and hence, they keep on innovating with their products.

The company's expertise lies in its domain knowledge, technology, and experience. Their customer focus and ability to predict the future has enabled them to remain ahead of their competition.

"We are the pioneers in bringing the latest technologies to the industry. We sense customer/industry needs even before customers realize them. We launched a Fully Cloud-based ERP System when Industry was still happy with desktop systems. Softlink always works in the future. We are constantly innovating. Our customer support is considered the best in the industry. These are a few of the many factors that differentiate us from our competitors. Our customer retention is almost 99%, the highest in any industry," says Amit.

Softlink caters to customers from small & medium enterprises to large multinational organizations conducting business from multiple locations or countries. Some of their clients are DHL, UPS, Ikea, All Cargo, Indian Airforce, Air India, etc.

Speaking about the pandemic, he says, "Lockdown did not come as a surprise to us. We have customers across the world, which made us fully aware of the ground realities. All of our offices situated in India started working from home much before the lockdown was announced. We saw this as an opportunity to test the resilience of our processes and make them more robust."

The company implemented complete work from home, and their support team was quick to respond to all their customers with their contact details. Their team is dynamic and innovative that is highly sensitive to customer experience. "Our IT team came into action and ensured that all team members could access their applications and data from our internal cloud. VPNs were set up to ensure security. Our accounting was already on the cloud, so the transition was smooth. Our development team faced some problems initially due to the infrastructure at their places, but soon that was overcome. Overall, our experience of working from home is excellent, and even now, most of our workforce continues to work remotely," he explains.

During the pandemic, Logi-sys ensured no shortage of essential commodities and medical supplies to the community. Their customers did not face any issues. All of their departments continue to work smoothly.



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Since Logi-Sys works on any device, hence there was no mandatory need for desktops and laptops. Today, the company is Number one in the logistics technology industry in India, and soon it will become Number one across the world.

Implementing Digital Customer Experience

Digital Transformation has become the need of an hour. Every company needs to adopt new-age technologies for the smooth working of day-to-day operations. Digital transformation affects both the internal and external environment. Internally, the workforce resists the change because of a lack of digital skills and conviction. Externally there is resistance as the customer feels it is easy to pick up the phone and talk to an executive. Becoming digitally transformed helps companies to provide a better customer experience. They will also have better customer insights which will help in increased productivity and profits.

"Customers should be served using omnichannel with the care of similar experience across the channels. With Logi-Sys, our clients have not only achieved digital transformation but also enhanced customer satisfaction by increasing the consistency of services," he asserts.

"The best thing about the Logistics Industry we serve is its dynamic nature. Every day is a new day. What worked yesterday may not work today. We, as a leading technology supplier to the industry, have to be always on our toes. We have to remain agile while constantly innovating. Regulatory changes are an everyday challenge. There is never a dull day. We get our satisfaction when customers appreciate our efforts," he adds.

Future Outlooks

Sudden lockdown impacted many logistics companies. Softlink's mission is to ensure that these companies realize the importance of technology, particularly cloud-based end-to-end systems, and provide their business with much-needed resilience. "We are adding more and more automation using Artificial Intelligence and Machine Learning to our applications which will help logistics companies to increase their ROI. We are also launching the blockchain-powered digital collaboration platform Trade CHAIN, which will facilitate instant sharing of data, documents, and messages securely across the trading partners. We are working on many exciting technology products that will become the backbone of the industry in the coming times. For existing products, we are expanding into geographies that are still not touched by our solutions," he says.

Currently, Amit is working on many exciting projects in the diverse field of trade, finance, and early education. "I am very passionate about early childhood upbringing. I always feel that a person is created only during 0-10 years, and afterward, it is only skill development. Kloudkids integrates Gurukul, Kindergarten, and Montessori education systems and powers them using the latest technology. Kloudkids can be considered a full-fledged home school or can be combined with traditional preschools. The idea is to promote inquiry-based 360-degree learning rather than rote culture. Reco is another offering for the Fintech world. Most of the businesses have outgrown Tally and Quickbooks, which are essentially only designed for bookkeeping. On the other hand, Reco is a full-fledged financial platform that helps in global taxation and any transactions while providing unmatched control and visibility into company finances. In addition, I am working on a few more projects which are equally exciting," he asserts.

He concludes by saying, "Believe in yourself and never be afraid of experimenting. One must deliver improved customer service as it is the key differentiating factor that keeps one ahead in the competition."