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RESILIENT AIR CARGO POST PANDEMIC

**DIGITALIZING GLOBAL
LOGISTICS INDUSTRY**
WITH LOGI-SYS DIGITAL ERP PLATFORM

Amit Maheshwari, CEO & MD, Softlink Global

How is Logi-Sys powering global forwarders?

Air cargo is critical for any country's economic development. Digital revolution has completely transformed the air cargo industry and how it operates. To this end, we are using more AI and ML to our applications for helping freight forwarders and logistics companies increase their ROI, says **Amit Maheshwari**, CEO & MD, Softlink Global.



CT Bureau

What makes Logi-Sys the most preferred ERP Platform for freight forwarders globally?

Way back in 2010, we realized that the freight forwarding industry requires Operational and Financial Controls to protect their margins which were shrinking day by day. Logi-Sys was born out of the desire to integrate all operations and link them tightly with finance to achieve the desired result. Within no time Logi-Sys became the most preferred ERP Platform which not only streamlined freight forwarders' operations but also improved their margins and cash flows.

I am proud to say that today Logi-Sys is used by more than 1,000 freight forwarders spread across over 45 countries globally. Probably it is the only Global Software Product created by Indian IT Industry which is largely dominated by service players. Logi-Sys is used by freight forwarders right from a single branch organization to multinational companies having multiple branches spread across geographies. **Logi-Sys not only streamline freight operations but also provides tracking and visibility to shippers and consignees through integrated web portals and mobile apps.**

How Logi-Sys helps forwarders grow their business?

Logi-Sys with its Workflow engine automates the operations of forwarders. Automation helps forwarders not only



Amit Maheshwari
CEO & MD
Softlink Global

Logi-Sys can be integrated with carriers and ports to get automated milestone updates. It gives alerts in case of any delays



Logi-Sys

Digital ERP Platform

eliminate manual processes but also simplify their operations. Workflow along with operations controls enhances efficiency and standardizes processes eliminating reliance on individuals. This helps forwarders not only glow their business but also make more profits.

We understand that implementing Logi-Sys which is going to impact the entire organization is a big decision. That is where our unique "Four Quadrants of Success" implementation methodology ensures that freight forwarders start getting visible improvement in operations quickly. Logi-Sys scalability helps organizations to keep on growing and adding more and more services and customers.

How Logi-Sys help forwarders provide better services to their customers?

With the rise of e-commerce and faster last-mile delivery, B2B customer expectations have also risen. They not only want goods to be delivered faster but also want to have end-to-end visibility. Logi-Sys can be integrated with carriers and ports to get automated milestone updates. It has the ability to give alerts in case of any delays before it happens giving time to do necessary course corrections. This ensures that delivery happens as planned. Integrated Online Tracking Platforms and Mobile App can give real-time visibility to customers. Logi-Sys further enhances customer satisfaction by giving Daily Status Reports and timely alerts and notifications

For the last 20 years Softlink remained the #1 choice of forwarders and customs brokers. How did you ensure that Softlink remained ahead of the competition?

Being the pioneer in digitalizing the industry, Softlink has always presented the industry with the most advanced technology. The motivation behind this is always our customers. Our relentless effort to keep our customers ahead of the competition with the latest technology has eventually helped us evolve with time and remain ahead of the competition.

Currently, we are adding more and more automation using Artificial Intelligence and Machine Learning to our applications which will help freight forwarders and logistics companies to increase their ROI. We have also launched the blockchain-powered digital collaboration platform TradeCHAIN, which will facilitate the instant sharing and exchange of data, documents, and messages securely across trading partners. **We are working on many exciting technology products that will become the backbone of the industry in the coming times.**

How does Softlink Global help the air cargo industry?

Air cargo is critical for any country's economic development. The digital revolution has completely transformed the Air cargo industry and how it operates. Air cargo operations are now moving towards becoming completely paperless. With our

product line, we were the first to digitalize the logistics industry including air cargo. Our Logi-Sys platform is designed with the goal to reduce inaccuracies, paperwork and manual data entry ensuring improved efficiency and increased productivity. The integrated cloud platform helps connect every aspect of the air cargo within the system and efficiently manages the entire cargo movement.

As a visionary, how do you see the future of technology in Logistics Industry?

The logistics and freight industry has come a long way with various stages of technological evolution. In the past few years, we have come across some terms associated with logistics like Integrated, Digital, IoT, Smart Logistics, Automation, and Big Data.

Starting with digitization, we have gone further, where freight forwarders and logistics companies are in the stages of digital transformation. We are moving towards a connected ecosystem bringing all the stakeholders under one platform and providing a seamless flow of information across various service providers. At Softlink, we are updating our products to capture deeper information from even more data points and adding more and more automation using Artificial Intelligence and Machine Learning. The goal is to provide even more insightful and detailed reports supported by hard data facts for LSPs which will help them increase their ROI.



We have launched the blockchain-powered digital collaboration platform TradeCHAIN, and working on many exciting technology products that will become the backbone of the industry in the coming times.

Softlink has a huge impact on digitalizing the Indian logistics industry. How do you think the recently announced National Logistics Policy (NLP) is going to revolutionize the logistics industry and reduce costs?

India's logistics sector is one of the key pillars of our economy, contributing to about 14.4% of India's GDP. The National Logistics Policy (NLP) will further speed up the progress to enhance the logistics infrastructure to make Indian logistics competitive in terms of global standards. The new policy is going to play an instrumental role in bringing stakeholders on a

unified platform to enhance seamless connectivity across all modes of transportation. I am hopeful the policy will help reduce a few indirect logistics costs and help bring down the logistics costs from 14-18 per cent of GDP to global best practices of 8 per cent by 2030.

Besides reducing costs, I am very much optimistic that our country's \$150-billion logistics sector is going to see a thrust with the holistic framework of the policy that will help boost manufacturing, build infrastructure, create employment opportunities and develop a skilled workforce. In alignment with the policy, Softlink is ready with a line of products that are already facilitating digitalization, enhancing sustainability and reducing costs in the Indian Logistics industry. 🐦

