



**Kale Logistics**  
Technology that Transforms



# Achieving business transformation with intelligent freight system



## Global freight forwarding industry undergoes paradigm shift against the backdrop of changing trade volumes

The freight forwarding industry is the mainstay of production lines across the globe. Freight forwarding comprises of a gamut of complex operations, supporting documentation; and a host of traders, agents, airlines and government entities interacting in a sync to ensure that operations are conducted smoothly. Since inception, though the process of the freight forwarding has remained constant, the approach towards conducting operations has undergone changes. The global trade surge has necessitated freight forwarders to realign their strategies, promising more than just basic freight forwarding. The fundamental goal of freight forwarding i.e., to get goods from point A to B has not changed. However, the means of getting it done has rapidly changed for better. Global freight forwarders are focusing on revamping their technology and infrastructure to accommodate excess operations; and drive visibility, profitability and accountability across the domain.

## One of India's largest Freight Forwarding company with a wide spectrum of logistics functions

Our client is one of India's largest Freight Forwarding company with a plethora of diverse operations. This blue-chip company is known in the logistics fraternity for their world-class logistics operations and have fostered long lasting associations with clients, partners and stakeholders through their impeccable business approach. Their experience and expertise in the matters of Foreign Trade Policy, Customs Regulations, Central Excise, EOU/STPI/EHTP, SEZ, Insurance etc., are something to reckon with. They are affiliated to IATA, FIATA, FFAI, ACAAI, WCA Family of Logistics Network and are also a licensed NVOCC operator. Our client specializes in a plethora of logistics functions such as freight forwarding, transportation, warehousing, distribution and bonded facilities.

## Legacy operations fail to support company's ever growing freight forwarding operations

The client's freight forwarding operations were formerly managed by an in-house IT system. Though the system was initially able to support the client's business, it was not geared to give a leading edge to the client's operational expansion.

**Lacking industry learning:** The in-house system was based on data insights and recommendations from the client's internal team. This meant that it lacked the necessary business vision and learnings from international best practices that would drive transformational value to the business. The existing system was not supporting the client's business vision in terms of keeping at par with the industry's technological and operational advancements. This major limitation placed them in arrears on the innovation curve compared to industry standards.

**Limited customer/stakeholder interaction:** The existing system did not have any facility to interface with third party systems like that of agents, customers, Customs or other disparate stakeholders. Thus all the communication was carried out verbally or was paper based. Agents and vendors sent typed receipts which were susceptible to errors and typos, not to mention the significant amount of data efforts and time wasted on it. This created ambiguity and gaps in communication within the value chain participants, affecting the overall output.

**Separate systems for connected business functions:** The said legacy system catered to single operation, that of freight forwarding. This meant that the client had to use multiple systems for automating other business processes. From a business perspective, it made the client invest in multiple data entry efforts, incurring loss in data effort and time.

**Efforts on vendor management:** Working with separate systems for various business functions meant that the client had to undertake a tedious effort of managing multiple vendors and coordinating with them separately for each system. This again translated to wastage of time and effort.



**Lack of Business Intelligence:** The legacy system lacked the Business reporting caliber that was needed to support the client's business vision. To drive strategic decisions based on information, the client had to manually refer to each system, generate reports and switch between numerous screens to consolidate them , manually. This effort resulted in a significant delay with regards to decision making, and tardiness in responding to the dynamic market environment.

### The Kale edge promises a plethora of transformational benefits

Our client was involved in many different businesses apart from freight forwarding like transportation, warehousing, cold storage etc. It was imperative for them to align their operations on a single system to gain maximum visibility and efficiency. Keen to invest in an integrated solution that was capable of managing their versatile business needs such as freight forwarding, financial integration and transport management under one implementation, client begun their search for a vendor who possessed the necessary industry and technological expertise that would fulfill their expectations. Scalability, visibility, accuracy, industry edge and innovation were the key considerations for the client in the process of selecting a system.

During this search, the client came across Kale's impressive portfolio of IT solutions which were capable of handling a plethora of services under a single implementation.

No other vendor was able to satisfy the client's business requirement as efficiently and holistically as Kale's system. Only Kale had the unique offering of providing ERP solutions for the varied businesses that the customer had, along with community platforms to link the customer with its stakeholders digitally. The client was presented with CORVI as a solution for their freight forwarding needs. Post CORVI's adoption, the client experienced transformation of their basic freight forwarding operations into world class operations and were able to achieve a substantial industry standing.

**CORVI is a web based robust application designed to meet the end-to-end needs of global forwarders of all sizes. The solution provides accurate and real-time information, that can be shared between various stakeholders. It employs high level of security features to ensure authentic information and proper accountability. It also features a document sharing facility to enable exchange of documents within the stakeholder ecosystem.**

### CORVI streamlines and modernizes client's freight forwarding operations

With the adoption of CORVI, the much desired Business Vision was achieved by the client. CORVI brought automation, visibility and scalability in the organization's freight forwarding operations. Circadian challenges such as redundant paperwork, repetitive data entry efforts and loss of valuable time & efforts were eliminated with the implementation of CORVI. A holistic approach towards handling versatile business operations through a single implementation, was achieved by the client as the entire portfolio of freight forwarding operations was managed through one system. With an inbuilt Comprehensive Operations Module CORVI enabled our client to incorporate the Global best practices, thus meeting all International standards & norms

**Business Vision:** Like every IT system developed and implemented by Kale, CORVI too was developed on a background of thorough industry experience and knowledge. Because of this, unlike the client's legacy in-house system, CORVI was equipped to let the user achieve an industry edge. CORVI is enriched with the most advanced functionalities and addressed complete business needs of the client. This brought the client at the forefront of the innovation curve. The client was able to keep at par with the dynamic logistics industry which experiences changing policy scenarios. With a robust and intelligent system in the form of CORVI's Business Intelligence module client's business visibility was facilitated through several operational and MIS reports, that could be customized to suit the client's need.

**Enhanced Stakeholder relationship:** CORVI brought all the client's value chain participants under a single platform. Its detailed and real-time information pertaining to the movement and status of a consignment at every milestone through its milestone tracking and update feature enabled stakeholders to gain complete visibility and control on information pertaining to their consignments. This information was auto transmitted to stakeholders through automated information alerts. Thus CORVI eliminated the client's efforts of logging in into disparate stakeholder systems for providing information to agents, airlines, Customs etc. As the information was electronically transferred in a sequential manner amongst the value chain participants, CORVI managed to drive accountability, ease of information sharing and visibility across the client's freight forwarding operations.

This not only improved the flow of freight forwarding operations but also enhanced the company's stakeholder and customer relationship.

**Eliminated wastage of efforts:** Unlike the client's legacy system, CORVI enabled the fetching and transfer of data automatically to several allied systems. This helped to eliminate repetitive data entry efforts. Moreover, the key human resources were no longer employed in basic data entry function and were rather were utilized for supporting core business functions. CORVI encompassed several functionalities pertaining to the freight forwarding system like financial system, interconnection with Customs authority etc. CORVI also enabled sharing of pertinent documents across the stakeholder value chain through its E-Docket feature which stores, archives & reproduces documents.

**Achieved scalability:** With CORVI, the client was able to achieve the much desired scalability in terms of accommodating and streamlining a large volume of business. In view of the changing trade policies, the adoption of CORVI opened a plethora of business expansion avenues for the client.

**Streamlined Invoicing & Accounting:** Prior to CORVI, the client was heavily dependent on an independent accounting software. There was no direct interface between operations & Accounting. Financial data has to be input manually to generate financial reports. CORVI completely changed the financial operations as invoicing & revenues were now generated, tracked and controlled centrally through CORVI. This enabled the client to achieve control over the accounting aspect.

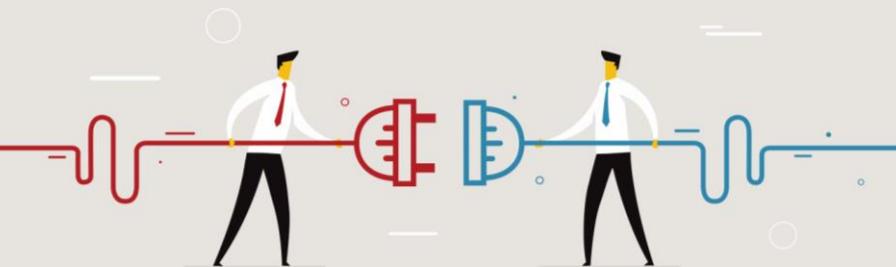
“ With the adoption of CORVI, our circadian challenges were finally resolved. We were able to focus on driving strategic decisions that were backed by robust industrial learning . With CORVI industry's best solution we were able to plan expansion, drive visibility in current operations and establish accountability in our operations. CORVI enabled us to stay at par with the dynamic freight forwarding industry.

- Director of IT

”



Connect with us



**Kale Logistics Solutions Private Limited**

9th Floor, Thane One Corporate Business Park,  
Behind CineWonder Mall, Majiwada,  
Thane (W), Maharashtra, INDIA - 400 610.

+91 22 4113 4113

+91 22 4113 4123

info@kalelogistics.in

www.kalelogistics.in



Delhi | Dubai | Mauritius