



Kale Logistics
Technology that Transforms

**CASE
STUDY**

**Leading Terminal & Warehouse Operator exercises better control
on Transport Network with HELIOS™ - Transportation & Fleet
Management System**



Continental - Setting Global Benchmarks

Logistics service providers need to execute hyper efficient transport delivery networks to ensure business profitability. Any idling or under utilization of resources can be a significant expense to the transporters/ fleet owners. The need of the hour is to get real time control on costs, leverage all cargo placement opportunities and offer visibility to customers. This is where transportation companies need a modern IT system to cater to all functions of their organization in an integrated manner.

Continental Group is a well-established multi-modal logistic player with a pan-India presence. The Group is one of the biggest warehousing providers in the private sector in the country today. It offers adequate space to consolidators for handling of 'less than Container Load' Consolidation services. Apart from LCL consolidation, FCL (Full Container Load) forwarding services are provided too.

Transporters Network Pan-India hinders control & profitability

Continental at Madhavaram and Redhills are spread over an area of about 25 acres, with a capacity to handle 125,000 TEUs p.a and it needs to monitor the container movement with its network of Transporters across its facility which houses the largest Customs Bonded Warehouse in Chennai with an area of 250,000 ft² and import/export warehouse area of 27.500 ft².

Currently Continental has a mix of owned vehicles and hired vehicles to strike a balance in operational scale. On a given day Continental needs to move the Containers as a part of Export-Import- Empty process between the Port, CFS/ICD and the Customer Location.

In case of Import process, Continental has the login access to Port system, which notifies them of expected list of Containers, Shipping line details, Container size & schedule. Since there is no integration between Transporters system & Port system, this information needs to be manually captured into Continental system in order to do further vehicle planning. They need to check vehicle availability, driver availability & container size before allocating any specific driver-vehicle combination on a customer job. Then there are variations in delivery location-whether its on customer location or at CFS/ICD.

HELIOS helps Continental with efficient Capacity planning

HELIOS comes with GPS, RFID/BAR Coding & Mobile access, all of which helps Continental to manage entire transport network and ensure efficient capacity planning. It enables transportation management for diverse business models such as- FTL, LTL, Express Cargo, Parcel, Local & Crossing. This allows **Continental** to serve its clients across diversified businesses.

Similarly in Export process- Continental needs to either take Stuffed container from customer to Port or an empty container from Port-CFS/ICD to Customer premise for stuffing. In this entire cycle- Continental team needs to track Transporter network for efficient use of Fuel, Vehicle usage & maintenance, Driver performance & expense management amongst others.

With the LCL consolidation and the large volumes of containerized cargo handled, Continental needs to offer cost effective FCL forwarding solutions to customers. In order to effectively address the shipping needs of Indian importers who require handling of LCL & FCL shipments, Continental required a solution that would monitor its end-to-end Transportation process, driver & vehicle network.



HELIOS web-based transportation system bridges the gap between shippers and truckers

HELIOS establishes a direct connection between trucks and those who need them by capturing & providing real-time vehicle & driver information.

The Logistics Service providers would surely benefit from having a web-based transportation management system that can lower expenses, improve visibility across a company's entire supply chain, and most importantly, prevent trucks from having to move while empty.

With HELIOS, a Transportation/Logistics Service provider (LSP) can manage transportation for end customer from vehicle planning, Driver settlements, Fuel optimisation, Load planning, Route Optimisation to measuring profitability. The LSP works with transportation partners for capacity planning, managing dockets booked by transportation partner, Billing to end customer on a back to back contract, Vendor payment based on dockets booked amongst other.

HELIOS enables the LSP to manage customer & vendor contracts, demand management, Tracking, POD management, Online accounts, trip sheet, reports, security, Invoice & payments all in a single integrated system which can interface with the system of CFS/ICD or Port system. The LSP can maintain Docket entry by extracting data from customer & vendor contracts modules and further receive En-route Status updates, Delivery status and POD movement.



Knowing the Pulse on Vehicle & Driver Performance

- **Track Driver Availability with Driver Management Module-** Know whether the driver is on leave, is on trip or is available for next trip. Driver identity proof can be uploaded for further verification.
- **Record Driver Attendance-** The in-time punched from android mobile through HELIOS Mobile app. Driver management by effective use of GPS helps curb speeding and rash driving resulting in less road accidents
- **Assign shipments to drivers-** Send pick up and drop off details to your drivers' mobile device.
- **Check Vehicle Availability & Assign Suitable Driver** to move container between Port & CFS/ICD
- **Vehicle Tracking-** When vehicle is GPS enabled, HELIOS helps track the vehicle. The same tracking can be done from a Mobile device as well.
- **Vehicle Asset Management** – Vehicle management module ensures management of vehicle as an asset by maintaining records of all vehicle documents, tyre maintenance, Vehicle performance, Profitability- Vehicle number wise, Vehicle type wise, Route wise, Customer wise etc. Scheduling maintenance has helped increase vehicle life by 30%. & Tyre management ensured increased tyre life of 5000-10000 KM, bringing down per Kilometre cost.
- **Vehicle Expense Management-** Service provider can find out expense related to Trip in terms of Fixed costs & Variable expenses
- **Fuel Monitoring-** It monitors the performance of a vehicle with respect to Kilometres per litre and measures Route-wise fuel efficiency (KMPL). Fuel bunker management ensures that no excess fuel is given for any movement thus saving thousands of litres of fuel every year.

HELIOS™ Transportation Management System

HELIOS TRANS is a web based tool that supports all types of business models like Full truck load (FTL), Project cargo movement, trailer movement, Less than Truck Load (LTL), Express Cargo Delivery, Parcel Delivery, Local delivery and Crossing. A customer self-service portal assures the customers of readily available information at all times on – tracking, invoice, complaints, enquiry, rates, E-POD, Octroi receipts & MIS.

HELIOS
TRANS

Transportation Management System



A block diagram depicting HELIOS - TRANS functionality

The system helps transportation service providers to manage the entire business life cycle including vehicle request, placement, delivery and billing. HELIOS TRANS helps transportation companies to manage contracts with customers as well as vendors.

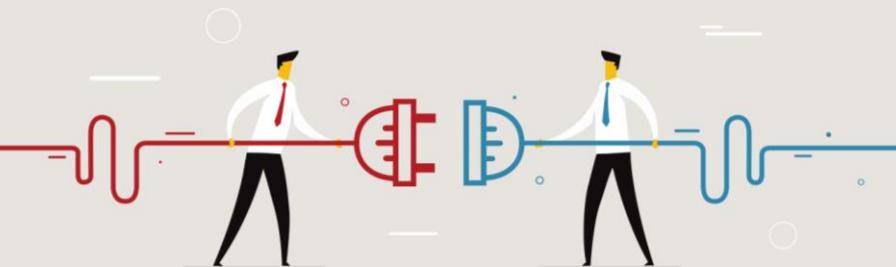


We knew we needed a powerful solution that would meet the unique needs of our industry and help us continue to grow our business. We had a mandate from the top management to better monitor and control our costs in areas of Driver, Fuel & Vehicle management and showcase profitability in managing transporters network

Sr. Vice President Operations



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