

## PRESS RELEASE

# ICSA rolls out Softlink's Logi-Sys

### *Plans to optimize its logistics operations and bolster customer interactions*

**Mumbai, March 23, 2011** — **Softlink** today announced that ICSA Group, an international logistics service provider, is implementing the next-generation Logi-Sys, a comprehensive logistics management ERP solution.

International Clearing & Shipping Agency is the flagship company which acts as the focal point of the Group's activities. ICSA group's range of services covers the various aspects of the logistics domain with the flexibility to tailor services to suit the precise requirement of each client. The group's activities include Freight Booking, NVOCC, Customs Clearance, IATA, Ship Agency, Projects and other value added services. ICSA Group also operates one of the largest fleet of Transport vehicles in South India with about 200 vehicles of various types and capacities including Container Terminal operations for DP World Terminals in the Ports of Chennai and Vallarpadam. To provide a truly global service they have also developed a good working relationship with associates world-wide whose services and facilities complement those of the company. ICSA Group selected the Softlink solution to integrate its operations and rollout a unified service optimization plan.

“At ICSA, we're committed to providing the highest standards of customer service and dedicated to optimizing our services by deploying best practice solutions and processes,” comments Mr. Deepak Ramaswamy, Managing Director, ICSA Group. “Having carefully assessed the different logistics solutions available in the market, it became clear that only Softlink's Logi-Sys could offer a completely integrated logistics approach across all the different activities. Moreover, our decision to choose Softlink as our technology partner reflects its strong reputation in the industry and proven ability to deliver comprehensive logistics solutions.”

“In addition to the efficiencies we're targeting logistics optimization and a more integrated client reporting, we're also deploying Logi-Sys to bolster our customer interactions to give us a greater understanding of our customers' needs,” says Mr. Raghu Sankar of ICSA Group. He continues. “We're particularly excited about the implementation of Logi-Sys, as we're convinced that it can give us real competitive differentiation.”

Adds Mr. Amit Maheshwari, Managing Director, Softlink, “We're delighted that an industry leader such as ICSA Group has selected Softlink as its logistics technology partner. Given the breadth of ICSA Group's pan-Indian operation, it was important for the company to have a logistics optimization approach that could be configured to meet specific demands for different activities. We look forward to ICSA Group reaping the benefits from deploying Logi-Sys including all the value that comes from a integrated logistics solution—such as the ability to increase quality of service through fewer resources and at a

lower cost.”

In choosing Logi-Sys to help streamline its logistics operations, ICSA Group is targeting benefits such as more effective planning and scheduling, comprehensive operational reporting through Logi-Sys's integrated business intelligence tools, and increased insight and market intelligence with enhanced customer interactions. Softlink has a track record of success in helping major organizations realize their logistics optimization goals. Softlink's Logi-Sys is being implemented as part of ICSA Group's broader pan-Indian approach that combines an integrated and optimized approach.

### **About ICSA Group**

Today, ICSA Group has emerged as one of the leading players in this industry, and the services it offers across the industry have set a high standard. International Clearing & Shipping Agency is the flagship company which acts as the focal point of the Group's activities. The group has Freight Forwarding, Freight Booking, NVOCC, Customs Clearance, IATA, Ship Agency, Projects & other value added services as its core competency areas. Through exclusive tie-ups & dedicated space, ICSA Group provides storage & warehousing facilities of various kinds. This includes customs bonded storage as well as specialized closed storage for sensitive cargo including cold stores for perishables. The group handles virtually any shipping requirements of its customers.

### **About Softlink**

Softlink was established in the year 1992, with the sole aim of simplifying operations of organizations in the logistics industry worldwide through highly specialized software products and solutions. Softlink is a leading product company which exclusively provides software solutions across the logistics sector to Freight Forwarders, Custom Brokers and 3PL companies along with Exporters and Importers. Softlink has a presence in every major city in India, including Bangalore, Chennai, Hyderabad, Kolkata, Delhi and Mumbai. Softlink's products are used by more than 60,000 users in over 3,000 organizations. Softlink's clientele include organizations like DHL Express, TNT India, FedEx, Videocon, Times of India, The Future Group, ABG Shipyard, Onida, Parle Products, Moser Baer India, AFL Dachser, Nippon Express, DB Schenker, Kuehne + Nagel, Agility etc. Key PSUs and Government Departments like Air India, Indian Oil Corporation, Dredging Corporation of India, and Embarkation HQ benefit from Softlink's products.

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