

Softlink Launches Logi-Sys in South-East Asia

Captivates the logistics community in a dazzling event at 'The Freight Summit' 2011 in Macau

Mumbai XX October 2011: Softlink, a leading technology company focused on software for the logistics sector and supply chain, today announced the global launch of its enterprise application Logi-Sys at The Freight Summit in Macau. With this launch Softlink is now ready to offer its product in the world market. Logi-Sys is the most successful and widely used logistics enterprise application in India.

An enterprise solution that is designed especially for logistics, Logi-Sys is being used by over twenty five companies in India including many international players like DB Schenker, Agility, LP Group, Tulsidas Khimji, Weiss-Rohlig. Logi-Sys is a modular, scalable web based application that has been developed for use by logistics players globally. The software integrates the entire operations of the logistics service provider in a single system.

Speaking on the launch of the product for the world market, Mr. Amit Maheshwari, CEO said, "Having been successful in establishing Logi-Sys in India we have now launched our product in the international market. The market worldwide for logistics technology holds a lot of promise in terms of growth and we are confident that Logi-Sys the potential to succeed in this highly demanding market."

Logi-Sys is a web based, modular, scalable enterprise system that includes as an integral part, dedicated modules for different aspects of logistics operations. The modules include Air Freight, Sea Freight, Warehousing, Transportation, Financial Accounting, Container Management, Purchase Order Management, CRM and more. From client acquisition to revenue realization Logi-Sys helps organizations manage business efficiently.

The international launch of Logi-Sys took place at The Freight Summit a premier event that provides a high profile business environment for the players of the logistics industry to showcase their company and products. Over 500 delegates representing the various international logistics companies participated in the event. The Freight Summit provides freight forwarders and logistics technology companies a neutral networking platform to showcase their company and services.

About Softlink Global

Softlink Global was established in the year 2005, 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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