

## Who

Bhagwati Shipping

## What

Visual Accounts

## Why

To manage and have greater control over their financial operations

## When

With implementation of Visual Accounts all major problems were resolved and the company could streamline their accounting operations.

## The Entire Case Study

Bhagwati Shipping commenced business operations in November 1983 as a proprietorship and was, later on, in 1996 incorporated as a Private Limited Company. Bhagwati Shipping Pvt. Ltd, a CHA organization has, over a period of time acquired expertise in providing door to door logistics solutions.

Bhagwati Shipping was already using Visual IMPEX for their Customs clearance operations and was looking to streamline their accounting process. They were doing accounting manually and then later on through Tally. They felt, Tally had a limited scope and was unsuitable for the type of operations of the business. This is the time they decided to approach Softlink for a demonstration of Visual Accounts, the financial accounting software designed special for Customs clearing and freight forwarding activities.

### The Problem

Mr. Hemant Sonar, founding Director, Bhagwati Shipping says, "Before we opted for Visual Accounts, we were transacting business in Tally. However we soon found that Tally was not designed to cater to our line of business. It was generic software and as such we were unable to manage our finance the way it was supposed to."

Some of the major problems faced by Bhagwati Shipping were that they were unable to get the required reports. Details of outstandings, bill-wise, job-wise etc. were available in the system. There was never any transparency of a debtor's balance. Enormous amounts of resources needed to be expended to arrive at details of closing balance at any time. The system also required every other activity to be incorporated through journal vouchers, barring receipts and payments. Initially they believed that the users were not making proper use of the system and as such were after their employees to ensure its proper usage. Soon they realised that it was the limitation of the system and not their employees. The system had its own drawbacks like for example as far as the tax regimes were concerned, there was no system generated control. As for the

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## **BHAGWATI SHIPPING PVT. LTD.**

### Overview

### Product Used

Visual Accounts

### Client Profile

Bhagwati Shipping commenced business operations in November 1983 as a proprietorship and was, later on, in 1996 incorporated as a Private Limited Company. Bhagwati Shipping Pvt. Ltd, a CHA organisation has, over a period of time acquired expertise in providing door to door logistics solutions. The Company was promoted by Major Nagare and is currently managed by Mr. Hemant Sonar. The vision and mission of the Company is total customer satisfaction; this involves timely and efficient handling of incoming and outgoing cargoes.

### Business Need

Bhagwati Shipping wanted to streamline their financial operations and have greater controls

employees, for most, they were in wilderness. To others, it did not make sense one or the other. Bhagwati Shipping called upon Softlink to find a solution to their problem. After viewing a demonstration of Visual Accounts and evaluating its capabilities the Management decide to go ahead and implement it in their organization.

## Why Softlink?

Softlink was widely recognized in the market already, for its products specialized for the logistics industry. Bhagwati Shipping was working with a system which was not adaptable to their specific requirements. Before they switched on to Softlink's Visual Accounts, the hybrid systems used by them did not mesh with the operational documentation being done through Visual Impex. There was no flow of data from the operations to the finance. With Visual Accounts however this was easily achieved as there was seamless flow of data from Visual Impex into CHA ACC.

## The Solution

When Bhagwati Shipping approached Softlink for a solution they were advised to opt for Visual Accounts the specialized accounting software for Customs clearance and freight forwarding. The management of Bhagwati Shipping were convinced about the benefits of the software and immediately decided to go for it. With the implementation of Softlink's Visual Accounts things changed for better. Moreover the system was very much reliable and robust. Visual Accounts also took care of all the statutory tax requirements automatically and there was no more need for manual calculations. One of the major problem of 'outstandings' was resolved; it was now possible to have bill-wise and job-wise outstanding statements. There was greater transparency of debtor's balances. With Visual Accounts Bhagwati Shipping was able to streamline their entire accounting operations and was able to introduce controls via the system.



"We were using a system that was not designed to handle the specific needs of the industry. It was at this point time that we opted for Softlink's product and found it to be very much suitable for our needs. Visual Accounts not only met our business needs it helped streamline the information flow and introduce controls via the system, hitherto not possible."

Mr. Hemant Sonar, Founding Director, Bhagwati Shipping

## About Softlink

Softlink Logistic Systems is dedicated to enabling organizations in the logistics industry to 'Simplify Operations' through highly specialized software products. Our deep domain expertise and experience in logistics and international trade, combined with strong technological know-how go towards creating truly winning products. These products deliver enhanced management control, revenue realization and accurate international trade documentation to users. Exporters, importers, Custom House Agents/ customs brokers, Freight Forwarders and other logistics service providers experience a true boost in productivity and operational efficiency through the use of our products. Our success in meeting their needs is proven by our dominance among these segments in a demanding market like India.

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