

**Who****N. H. Desai & Co****What**

Visual IMPEX

**Why**

To streamline their Customs Clearing operations and enhance efficiency and productivity.

**What**

Opted for Visual IMPEX

**How**

Resulted in higher efficiency, greater productivity and a happy, satisfied team

**The Entire Case Study****THE OBSTRUCTION**

N.H. Desai & Co., one of the leading service providers for exim trade, was looking for a software solution to automate their customs clearing operations and service their large clientele. They had very few options at that time (1992-93) and after evaluating those options, including Softlink, they decided to go for customized solution at a much lesser cost.

The rudimentary software catered to an extent to the requirements of preparing Bills of entry and Shipping bills. They soon realised that the software was not able to handle their growing requirements and fell short in several aspects. Mr. Nimish Desai, who heads the organization, explains "We looked at several options including Softlink, but then going by the typical Indian mentality, we chose to have a software which cost comparatively less than that of Softlink's."

"We soon realized that this was the case of being 'penny wise pound foolish'," states Mr. Desai.

"Initially, we were content with the price difference and having a Bill of entry and Shipping bill printing software in place. But, within a year we were put down by the limited capabilities of the software which could not cater to our growing needs. We were unable to address crucial issues like MIS reporting, dynamic reporting and search options and job register," he adds.

Hence, for a company holding the responsibility of servicing 200 plus clients throughout the country, it became necessary to invest in more contemporary software that could meet all the organizational demands, effectively and efficiently.

**THE SOLUTION**

"We soon realized that Softlink was the only player across the horizon who could meet our requirements. We decided abandon our existing software and go for Softlink's product. This made a huge difference in functioning of our organization." says Mr. Nimish Desai.

**Overview****Product Used**

Visual IMPEX

**Client Profile**

**N. H. DESAI & CO.**, established in 1960, as one of the select few to be licensed as Custom House Agents, is today one of the leading service providers for Import and Export trade by Sea and Air in Mumbai. N. H. Desai & Co. Will be completing 50 years of service in the industry in 2010

**Business Need**

N. H. Desai wanted to implement a solution that would streamline their entire Customs clearing operations and help boost their efficiency, productivity and client relationship.

**"The speed and consistency at which updates and innovations are taking place with Visual Impex is unparalleled"**



Nimish Desai,  
Director,  
N.H Desai & Co.

Even the employees were far more satisfied. "Previously, we had a software for preparing Bill of entry, but without supporting tools like bonds, letters or other tools for creating user defined outputs. Work was done manually or on other software. Thanks to Visual IMPEX it is possible to generate all these using the same data, entered once. This also results in time saving and higher efficiency / productivity," Ms. Sushma Bane, an employee at N. H. Desai, shares her experience.

Even the company's field staff (in customs and docks), who constantly need details of previous clearance of similar products such as their unit price, Bill of entry number and so on, found the search function in Visual Impex extremely useful.

Visual Impex not only automated filing of Bills of Entry and Shipping bills, both online as well as manual, but also enabled quick and easy access to detailed job related information and enhanced reporting, facilitating greater management control.

## THE CONCLUSION

Some of the prime advantages of implementing Visual Impex solution according to N. H. Desai are:

*From the management perspective:*

- Took care of the entire clearing & forwarding operations of the firm
- Simple, easy-to-understand, user friendly software, making it easier to train even fresher in short time span.
- Timely updates of all amendments, additions and changes in tariff structures etc. thereby virtually no time lag and almost concurrent with customs system.
- Very high manpower efficiency and productivity. Needless to mention resulting in monetary savings.
- Two key reasons for CHA fraternity being able to handle an unprecedented surge in exim volumes in last few years are customs implementing EDI / Icegate and Visual Impex.
- Excellent MIS and analysis reporting with a scope for further enhancements.
- A very good tool for Customer Relationship Management

*From the team members' perspective:*

- Efficient and timely output keeping employer and management happy.
- Smooth and effective search to trace details of previous similar consignments helps colleagues in the field.

"Since the time we started using Visual Impex, we have found it to be to our utmost satisfaction. The speed and consistency at which updates and innovations are taking place with this product is unparalleled. It has helped boost client relationships, who are very happy with the overall quality of service, reporting and feedback. No wonders, Visual Impex is miles ahead of the nearest competition (if at all one exists)," concludes Mr. Desai. N. H. Desai recommends use of Visual Impex primarily to all CHA's and for self clearing companies.

## 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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