

### Client Profile

WSL is an international freight forwarding company with more than 30 branch offices within India. The company is dedicated towards providing its clients with a complete logistics solution in the fastest most cost-effective manner possible.

### Industry

Freight Forwarding

### Softlink Solution

Visual IMPEX

“Softlink creates excellent products that have simplified all our operations. We are especially impressed with Visual IMPEX. Its online form filing feature is very unique and extremely convenient. Just this one feature has improved our performance optimization immensely.”

**Anand Walke,**  
System Administrator,  
Wilson Sandhu Logistics  
India Ltd

Case study: Wilson Sandhu Logistics (India) Ltd.

## India’s leading freight forwarder, Wilson Sandhu Logistics (India) Ltd.

Manages its complete customs compliance operations with the help of Visual IMPEX and benefits by enhancing its productivity.

### Overview

Wilson Sandhu Logistics (India) Ltd (WSL) is an ISO 9000: 2001 certified international freight forwarding company that was founded in 1990. It is an IATA/ FIATA approved organization and a licensed Multi Modal Transport operator, certified by the Indian Ministry of Surface Transport.

It currently provides cargo movement services, spanning sea, air and land operations, to customers from diverse industries. It is one of the leading freight forwarders in the Automobile sector where it custom designs complete logistics and supply chain management operations based on its client's requirements.

Its extensive pan India operations requires them to adhere to complex customs compliance procedures.

Their clients include Maruti Udyog Ltd., Bajaj Auto Ltd., Crompton Greaves Ltd., LG Electronics Pvt Ltd. and Sandvik Asia Ltd amongst others.

### The Problem

As WSL is such a large freight forwarding company, it has to handle all its operations on a larger scale than most other companies. It offers to handle the complete logistics and supply chain management operations for each shipment.

Managing statutory customs processes and coordinating activities with the different agencies involved was tedious and slowed down its operations. Thus WSL wanted to make Customs clearance process smoother and clear bottlenecks.

WSL also has an enormous data entry requirement (multiple invoices and multiple products) for each of its operations. This results in delays in the clearing of consignments and also increases the risk of creating errors in reports.

Challenge	Solution	Benefits
Customs clearance compliance is a cumbersome process & had slowed down WSL's operations	Implementation of Visual IMPEX, a virtual expert in Indian customs compliance.	Automation of complex documentation, regulatory compliance & customer service.

## 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.

## Contact Details

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## Making the Decision to Implement Visual IMPEX

Finding an efficient way to manage its customs compliance operations becomes a very crucial aspect for WSL as it continues to grow rapidly. It wanted a solution that would help it file its documents online and would simplify its data entry requirement while minimizing the possibility of errors in reports.

After a thorough evaluation of Visual IMPEX, WSL decided that the product satisfied all its requirements and even provided it with more benefits than it had anticipated. The product's sophistication coupled with Softlink's experience and expertise in the freight forwarding sector also helped WSL decide in favor of Visual IMPEX.

## Concrete Benefits that Visual IMPEX Helped Deliver

The company's entire operations were speeded up with the help of Visual IMPEX's online document submission feature.

Visual IMPEX minimised the resources that WSL required to conduct its operations while maximising the output of the company. This is primarily because Visual IMPEX simplified the process of data entry. All of WSL's customs data was integrated increasing stakeholder visibility and minimising errors.

Visual IMPEX computed data and generated reports for all its operations automatically, thus enhancing WSL's association with its clients.

## Solution Highlights - Softlink's consulting approach

Softlink studied WSL's requirements based on Softlink's experience and domain expertise. Since Customs clearance was the pain point for WSL, Softlink recommended its flagship product Visual IMPEX, which overcame their challenges. Visual IMPEX was implemented to help WSL carry out its core processes.

## Application Infrastructure Snapshot

Visual IMPEX does not have any special requirements.

- MDAC 2.6 or above (For database processing)
- Windows XP/2003 with Service pack 3 or above
- Windows Explorer 6.0 or above

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