

## ICSA rolls out Softlink's Logi-Sys

### Plans to optimise logistics operations & bolster customer interaction



**SOFTLINK**  
Simplifying Operations

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SOFTLINK has an-

nounced that the 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 and the focal point of the



Mr Deepak Ramaswamy

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Group's activities. The 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.

The Group also operates one of the largest fleets of transport vehicles in South India, with about 200 vehicles of various types and capacities that are deployed in, among other things, container terminal operations for DP World terminals at Chennai Port and Vallarpadam. To provide a truly global service, the company has also developed a good working relationship with associates worldwide whose services and facilities complement its own.

The ICSA Group selected the Softlink solution to integrate its operations and roll out a unified service optimisation plan.

"At ICSA, we're committed to providing the highest standards of customer service and dedicated to optimising 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 optimisation and a more integrated client reporting. We're also deploying Logi-Sys

to bolster our customer interaction, to give us a greater understanding of our customers' needs," says Mr Raghu Sankar of the ICSA Group. "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

activities. We look forward to ICSA Group reaping the benefits from deploying Logi-Sys, including all the value that comes from an 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, the 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 interaction

Group's pan-India operations, it was important for the company to have a logistics optimisation 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 an 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, the 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 interaction. Softlink has a track record of success in helping major organisations realise their logistics optimisation goals. Its Logi-Sys is being implemented as part of the ICSA Group's broader pan-Indian approach that combines integration and optimisation.