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New Globe
Simplifying Logistics

New Globe Logistik implementing Enterprise Logistics Solution from Softlink for Total Integration



Mr. Anand Didwania

Mumbai – Softlink announced that New Globe Logistics, one of India's leading logistics service providers, deploying the next-generation Logi-Sys from Softlink. As part of its IT upgradation to consolidate the company's leadership and competitive positioning, the organization implemented the unified logistics management software which includes all aspects of logistics like Freight Forwarding, Customs Clearance, Transportation, Warehousing, Financial Accounting and Sales and Services—across its operations. Softlink, with its industry-leading logistics integration solution, is delivering a robust logistics system to help streamline the operations of New Globe Logistik. **Contd. Pg. 16**

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The solution being deployed is Softlink's end-to-end logistics management software which will be used by New Globe Logistik across facilities and branches. New Globe Logistik is a premier ISO 9001 certified logistics company involved in Air and Ocean freight forwarding, Customs clearance and allied logistic services, headquartered in Mumbai, India. The company has been delivering timely performance by continuously improving the effectiveness of the quality management system and being responsive to clients needs.

"New Globe Logistik, has complex operations that include Air and Ocean forwarding, warehousing,

transportation, Customs clearing, consolidation services and other allied logistics services. Using Logi-Sys, we will be better equipped than ever to deliver quality service to our clients," says Mr. Anand Didwania, MD, New Globe Logistik.

New Globe Logistics is leveraging the software to further its commitment to the delivery of high-caliber service drawing from Logi-Sys's advanced capabilities. The solution will help the organization take action on business intelligence, including the ability to gauge process effectiveness, uncover trends and opportunities, identify the root causes of bottlenecks, and provide an ongoing focus on development. In addition to Logi-Sys's strengths in streamlining, integrating and automating manual planning processes,

the company will benefit from the software's monitoring and assessment tools that deliver real time information. This will provide the company an automated, intra-day management capability, to meet service levels.

"Logistics operations are process-intensive areas in which the completion of one step hinges upon the completion of another. In this environment, planning and timely execution can play a key role in an organization's ability to meet deadlines," explains Mr. Amit Maheshwari, CEO & MD, Softlink. "We're pleased an industry leader such as New Globe Logistics is reaping the benefits from deployment of Logi-Sys in its logistics operations to provide an automated, streamlined solution that can help increase throughput with fewer resources and less cost."