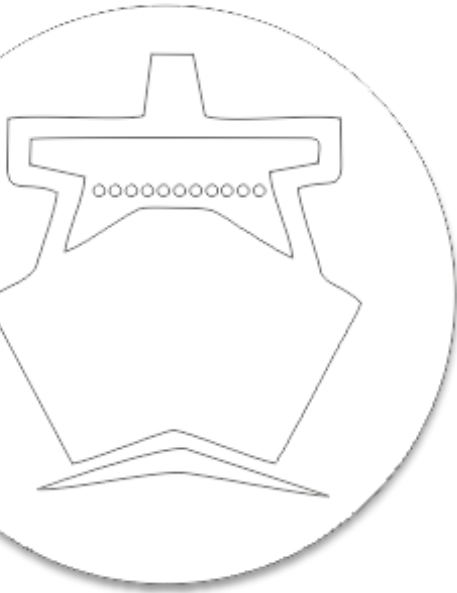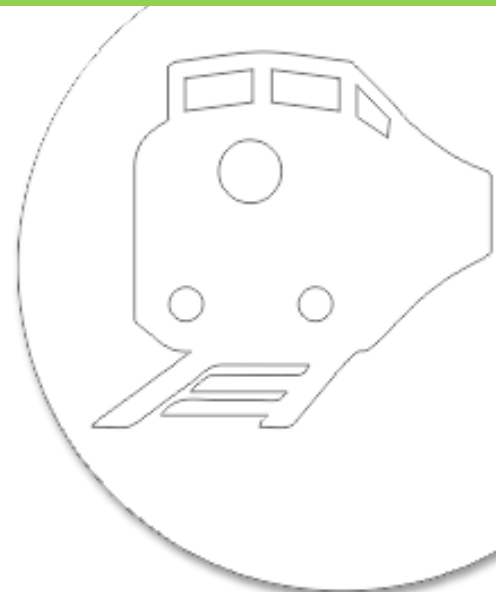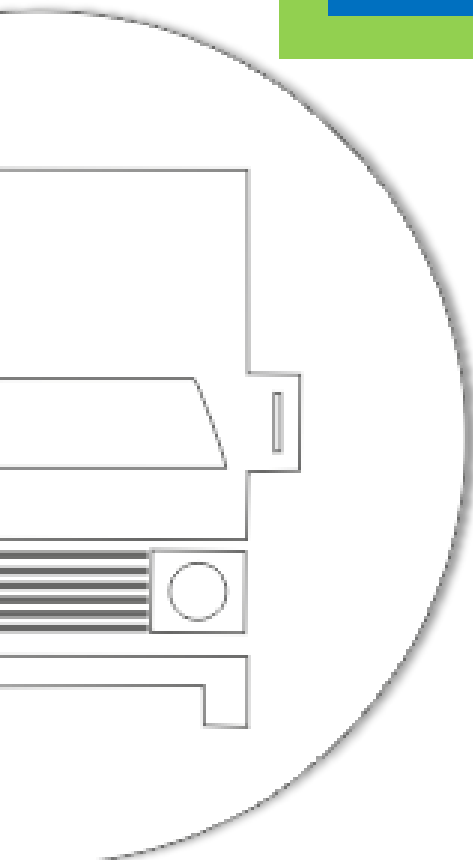**Kale Logistics**

Technology that Transforms

CASE
STUDY

MASH Logistics Saudi Arabia realises Scalability, Shipment Visibility and Synchronised Operations with CORVI™ - Freight Management System

The Global Freight Forwarding business

Globally Forwarders are facing increasing customer demands in ever changing market dynamics. The large customers are looking for better SLAs, Cargo Visibility, lower costs, perfect documentation, and supply chain solutions with end-to-end functionality while partnering with Freight Forwarding companies. The external factors like intense competition , cyclic nature of business which creates changing demand & supply and new business models, all impact the business bottom line. In such a scenario owning a robust automation solution goes a long way in ensuring growth.

For forwarders with Global presence , conducting seamless business overseas is critical to the vitality of partnerships, clientele, and sustained profitability. The nature of global business warrants delivery of goods & services 'ON TIME. EACH TIME'.

A Growing Saudi Arabian Forwarder with Multi-national Geographic Presence

Saudi Arabian Forwarder- MASH Logistics is a rapidly expanding Saudi Company with multinational presence having vast network in the Kingdom and Overseas. It offers comprehensive logistics solutions covering- Air Freight, Sea Freight, Customs Brokerage, Warehousing, Project Logistics and Transportation.

The young organisation has been adapting new technologies and applying latest and modern methods in the field to ensure prompt customer service with an aim to be one among world's top global airfreight forwarders. It has modern temperature- controlled air/sea freight capabilities including a range of services supported by sophisticated information technology. Their approach is to provide integrated solutions for their customers door-to-door refrigerated and perishable shipment requirements.

Lack of visibility obstructs business expansion

Being part of the Saudi Arabian economy, Mash' business is largely driven by Import shipments. Headquartered in Riyadh and having branches across Dammam, Jeddah and China, client required complete business & supply chain visibility to sustain its expansion goals.

The legacy system in use was a windows based non-scalable application. Since the organisation goal was to charter expansion in other regions, Sales management and Customer service were of paramount importance. Hence, they required a system that could enable visibility of Shipment and the sales performance. Having connectivity to a centralised system anytime, anywhere across multiple branches across the globe was critical for business success. Client also required an accounting system to comply with local accounting practices & standards.

Single Window System for Seamless Business

While evaluating a multitude of Freight Management systems, the client identified that the new application needed to be scalable, must offer its staff the flexibility to have shipment updates "on the go" and provide the management complete visibility and real-time data / reporting from Sales force across regions. Another key parameter was to reduce the business cycle time to realise early revenues. Client is now able to run its operations on a single window system and perform seamless information exchange right from enquiry/booking to final shipment tracking and delivery.

CORVI™ was a good fit to the requirement on more than the listed criteria. It is a next-generation centralised forwarding software that streamlines business operations and accounting across branches and gives HQs a complete visibility & control of business.

Currently in use at 58 locations across the world, the system also offered next generation features like Reverse document consolidation, Integration with Airlines (using IATA standard CARIMP messages , a forwarding business focussed warehousing, Sales/CRM module and a powerful invoicing engine.

CORVI™ enables synchronised working model between Sales & Operations

Client has complete control on Sales, who in turn have the operational visibility to track shipment movement and communicate the same to customers. Sales & Operations are working in synchronised fashion resulting in higher customer satisfaction levels. They receive real-time shipment status updates and the same is available to their customer through customer portal.

Experience Technology that Transforms

The CORVI™ Freight management software apart from being scalable enabled ease of business for Mash Logistics by providing them complete Shipment **Milestone Updates** which can be fed to their Customer as well. With CORVI' **Documentation Management** function, client can now maintain list of documents required for each shipment ; **Track document status** in the system which reflects whether document is generated, captured, approved or submitted and exercise document control through extensive **E-Docket** feature which stores, archives & reproduces every shipment document.

CORVI has a **Comprehensive Operations Module** that incorporates Global best practices allowing forwarding businesses of all sizes (small, medium, large) to meet all International standards & norms. The *Dashboard View* in CORVI allows the management at MASH to get key business insights across parameters which aids in pro-active decision making. The extensive *Menu options* changes as per shipment type- Air or Ocean. For client's business, these Menus cover all essential activities from end-user perspective and reflect activity status- Work - in –process and Completed amongst others.

The **Charge Master** function allows administrator to define charge master against services offered and every charge can be mapped to ledger code in MASH's accounting application. Thus with each shipment invoice raised there is auto population of data for every transaction processed which eliminates *duplication of work* and *incorrect values* being entered. Once transaction is completed it gets transmitted into any 3rd party Accounting application from SAP, Oracle to even Tally. There is control at the level of financial transactions and hence no *Revenue Leakage.*

Profitability Analysis provides MASH with a profitability statement and ensures that all expenses against shipment booking are recorded properly and customer is charged in accordance. This enables control of Income vs. Expenses and highlights profits margins.

CORVI allows capture of various **Rates applicable** from shipping lines across multiple origin & destinations. The rates module enables defining of Terminal charges. End users at MASH can search and utilise these rates while generating quotation. This also allows the manager to decide at the onset whether a shipment will prove to be profitable for business.

Automation of Freight Forwarding Operation, Shipment Tracking, Financial accounting and Business Intelligence

Shipment Visibility

The earlier systems in use created a black hole from the time Shipment was dispatched at Origin until the Shipment reached the destination. Sales, Operations or the management had no visibility of shipment movement or status. With CORVI all Shipment stakeholders including Sales, Operations, Management and Customers have access to real-time information and complete visibility of shipments through- emails, alerts & portal updates.

Automation & Centralised Control

Against the backdrop of error prone manual reporting, Client now has a web-based system interface in CORVI that allows multiple branches to access central database from anywhere, anytime. Both Sales & Operations teams across branches are aware about companies business performance at regional & organisational levels.

Streamlined Invoicing & Accounting

Prior to CORVI™, the invoices were being raised locally at each branch and final accounting exercise was being carried out at HQs. There was no direct interface between operations & Accounting. As a Centralised system, CORVI™ completely changed the scenario and now invoicing & revenues are generated, tracked and controlled from HQs. CORVI directly interfaces with clients Accounting application and its maker, checker, reviewer framework allows operations to carry out its job , the pricing engine works at the backend to link operations to customer & vendor prices and the accounts gets the draft invoice for verification and finalization.
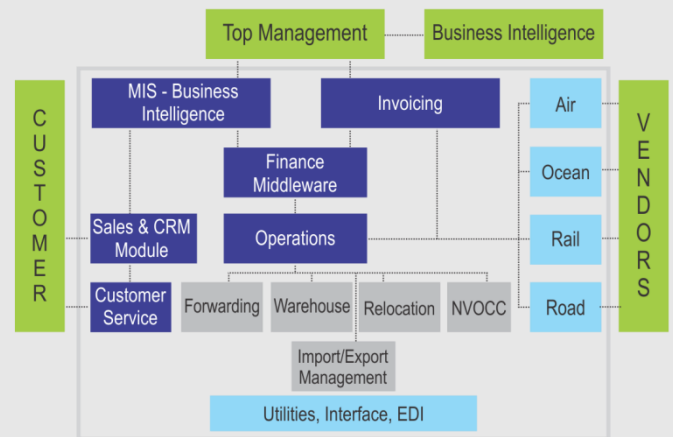
Milestone Updates

CORVI™ provided the managers with shipment profitability at each stage, thereby ensuring that the right decisions were taken. The milestone update function in CORVI allows them to measure Actual vs Planned Sales performance.

Apart from the above benefits. CORVI improves business productivity by eliminating redundant processes, reduces cost by reduced paperwork/data entry efforts and improves business visibility by providing several operational and MIS reports

CORVI™ Freight Management System

CORVI™ is a robust application designed to meet the end-to-end needs of global forwarders of all sizes. The solution provides accurate and real-time information, which can be shared between freight forwarders and trade partners involved in the movement of freight.

CORVI - International Freight Management System

A block diagram depicting CORVI (FF&N) functionality

The solution comes with multi-lingual capability and connectivity to Air Carriers via UPLIFT- cargo community platform. CORVI™ Supports multi modal transportation by integrating all the elements of Freight Forwarding and Customs clearance business. Portal has a light UI and ease of navigation for customers and agents and it offers visibility of all jobs, cost capture function to track profitability and stores a library of resources via digital documents and images. It employs high level of security features to ensure authentic information and proper accountability.
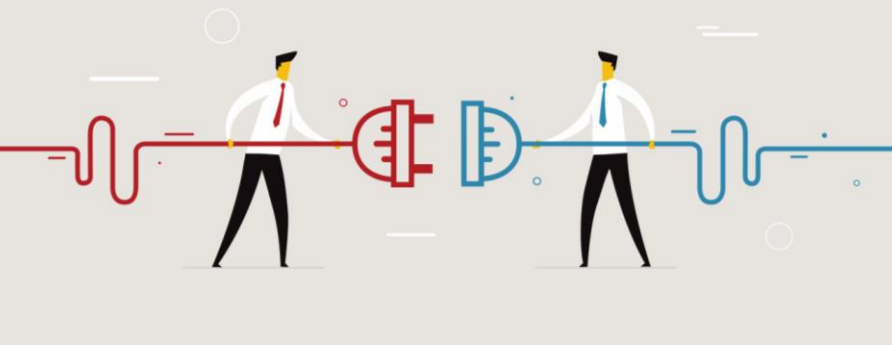
> **We found CORVI to be ideally suited and Kale team to be supportive. We went live on the system in a month's time with active management & team involvement at Mash Logistics. We are using most of the system features which has helped us streamline our sales & operations.**

Mr. Haneef Fakruddin- Director, MASH Logistics

Connect with us

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