



Kale Logistics

Technology that Transforms



Premier Container Freight Station (CFS) in India optimizes container handling operations across 7 locations with Kale's CAPELLA CFS/ICD Management System



9000-10,000 TEU/ month
across all locations



LCL module 1000 TEU/Month



40% increase in Container
dwell time



50% improvement in
turnaround time

The rise of Container Trade

With growing consumerism and entry of several independent players, traders are spoiled for choice of Container Freight Stations/Inland Container Depots (CFS/ICD) to suit their business requirements. To add to that, the recent trend of Direct Port Delivery has posed additional challenges. In such a volatile market condition it is imperative that CFS/ICDs today offer differentiation in their operations and optimise their operations. Recent studies have shown, to accommodate increasing customer demands, manage escalating trade volumes and stay competitive, CFS/ICDs need to employ technology in the form of sophisticated IT solutions which promise visibility, control, profitability and competitive edge.

Continental Warehousing Corporation (NS) Limited (CWCNSL)-A premier enterprise with promising growth volumes

The establishment of Container Freight Stations / Inland Container Depots (CFS/ICD) and Private Freight Terminals(PFT) combined with services are some of the major initiatives of our esteemed client, Continental Warehousing Corporation. Their state-of-the-class CFS/ICD comprises of modern infrastructure backed by trained resources. The company offers complete container freight station services and have emerged as a trustworthy name in their sector. They operate from four main CFS locations, namely Navi Mumbai, Madhavaram, Red Hills and Tuticorin. In addition, they also have ICDs at Thimmapur, Panipat, and Ahmedabad dedicated to EXIM cargo.

Multiple systems restrict business vision

CWC's key concern was eliminating the use of multiple standalone applications to manage operations at individual CFS/ICD locations. Systems with individual operational flow and standalone data mechanisms caused roadblocks in planning and strategy formation. These included challenges like:

- Absence of consolidated reports or information covering overall locations
- Incumbencies in capturing data for multiple locations
- Incurrence of higher maintenance efforts and cost
- Hassle of maintaining multiple vendors, each designated to specific system

Other Challenges with the legacy system

In addition to the challenges posed by separate operational systems, CWC also encountered the following limitations due to existing operational model:

Restricted operations: The legacy system addressed most of the operational intricacies. However, specific modules designed to handle Bonded, FCL/LCL, In-house etc., were underdeveloped in the legacy application.

Restricted information flow: As each location possessed a stand alone system, there was no flow of data/ information between branches. Each branch separately controlled their flow of data/information and was limited to a specific branch.



Automation & Security: Local systems employed at each of CWC's CFS/ICD did not possess mechanism that dictated flow of information or data between systems carrying out different business functions. Thus, each system had to be manually managed with separate information, posing security risk to the operations.

Operational redundancy: Limited automation, disconnected stand alone systems and manual entry of data for each business function, translated into severe redundancy for client's rapidly growing business, incurring severe loss of valuable efforts and time.

Business Acumen: The existing legacy system generated transactional reports for individual branch. However as it did not possess any inbuilt Business Intelligence mechanism, comprehensive business reports that could provide a trustworthy framework for business strategizing were absent.

Third party integration: As the systems were incapable of third party integration, transactions like financial, human resource, business strategy formation etc., were carried out separately.

Industry Standard: A stand alone legacy system lacked compliance to industry standard and a sophisticated flow of operations that bring regulatory compliance, standardisation and control in operations.

Continental Warehousing Corporation-An aspiring enterprise

CWC needed a technology partner who could comprehend their needs, was scalable and offer them a sophisticated, lean system, capable of bringing integrity, visibility and seamless operations. The company was looking for a solution that was easy, capable of third party integration and encompassed specific functions that would help their CFS/ICD locations to stay at par with the growing competition.

The adoption of CAPELLA

Following a thorough review and demo, CAPELLA was chosen by CWC due to its unique capabilities like easy to use UI, robust n-tier architecture and the ability to handle FCL/LCL functions more efficiently, than any other market platforms. With integration to Financial Management applications, CAPELLA presented a unique full suite solution capable of automating a large CFS/ICD, a perfect fit to client's requirements.



CAPELLA drives competency in operations

Post adoption of CAPELLA, CWC experienced several benefits and value addition to their ongoing operations. One of the most important advantage of CAPELLA was its capability to manage client's multi-location operations on a single system. Not only did the system align and consolidate operations for each location, it also addressed all major issues pertaining to container inventory, yard management, accurate and reliable billing, auto emails to stakeholders and real time container status information.

Single consolidated system helps company to realize value

With the elimination of multiple standalone applications, CWC gained complete control, consolidation of operations and efficient strategizing. CAPELLA's ability to capture and streamline flow of data/information ensured that the client could plan their operations, eliminate possibility of wastages, pre-plan expansion strategies and look at optimising their operations in a holistic way. Moreover, the hassle of maintaining multiple vendors was eliminated, garnering significant saving on company's valuable time and efforts.

Leveraging operational efficiency with CAPELLA

Ease of operations: CWC especially benefitted from CAPELLA's import process management module which promised efficient gate operations, inspection, optimised FCL/LCL handling and complex handling of FCL loaded and de-stuffing. Thus CAPELLA covered a plethora of container trade specific operations.

Ease of information/data flow: The enhanced flow of information/data helped the company to exert control and gain visibility on the data and information. As information percolated from various systems in a centralised electronic lodgement, operations were streamlined and controlled centrally.

Taking control with Business Intelligence: CAPELLA optionally provides an integrated BI platform offering KPIs, KPAs, forecasting, simulation and analysis for the management. This helped CWC management to forecast trends, plan strategies and ensure maximum efficiency in operations.

Automation drives security: Automation not only led each CFS/ICD location to experience dictated flow of information or data between various modules carrying out different business functions, but also helped to ensure security of operations. With complete elimination of manual data input, the risk of malpractice, data sabotage was eradicated.

Increased productivity: As operational redundancy was eliminated with automation, data percolated from one system to another seamlessly. This translated in better utilisation of time and energy for the company's workforce as they could now dedicate their valuable efforts and time to more productive tasks.

Third party Integration capabilities: CAPELLA's third party integration capabilities helped CWC to realise seamless operations. All allied functions like invoicing, report generation, strategizing, data etc., could be carried out through a single application, saving time from switching between multiple application windows.

Assured Industry Standards: CAPELLA has been developed to cover ground realities and complexities involved in container trade. By virtue of Kale's prolonged industry experience and technical expertise, the CFS/ICD management system is at par with industry standards and possesses capabilities for ensuring regulatory compliance, standardisation and control.

CAPELLA - CFS/ICD Management System

CAPELLA builds on the framework of Automation, Quality of data exchange and Decision support, thereby automating the disorganised CFS/ICD processes to give the operator instant access to information and provide management with complete visibility of their business.

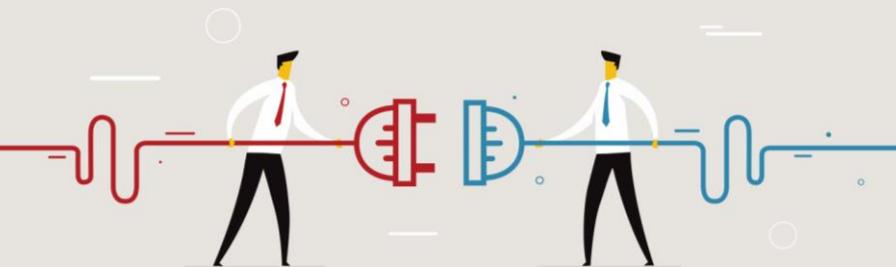


With CAPELLA implementation in place at our locations we have experienced a feature rich, integrated and scalable solution that helped us meet all our business needs. Also, MS Windows Azure platform made the deployment time faster with no additional costs on infrastructure, maintenance or administration. This initial success along with user feedback on using CAPELLA solution has further encouraged us to replicate our experience at our upcoming locations.

- Mr. Amruthesh Reddy, Group-IT Head, Continental Warehousing Corporation, Nhava Seva



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