



Kale Logistics

Technology that Transforms



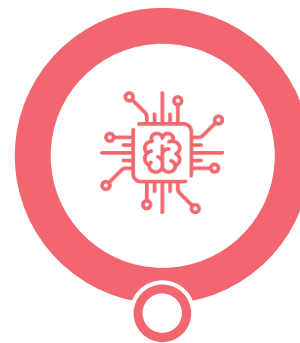
One of the Tanzania's largest distributors of petroleum products experiences optimized container handling operations with Kale's CAPELLA- Web based CFS/ICD Management System



5500+ ICD container operations/year



16000+ Empty Container managed/ year



37000+ import transactions/ year



For a large conglomerate, managing multiple locations under a simple single operation system is the most important concern. With rising trade volumes, Container Freight Stations (CFS) and Inland Container Depots (ICD) have been subjected to immense pressure of managing escalated business volumes. Businesses that operate from more than one location have an additional challenge streamlining and controlling multi-branch operations.

To manage these complexities, it is important to employ a Container Management System that is not only capable of streamlining operations, but is also adept to manage the complexities and intricacies of operations arising from huge volumes of transactions and multiple branch operations.

Our Client:

Our client is one of Tanzania's leading oil marketing companies with a state-of-the-art CFS/ICD depot having a storage capacity of 38 Million Liters. The company imports products through BPS system and owns a massive fleet of 300 tankers and 67 retail fuel stations. They are geographically spread across every region of Tanzania and the neighboring countries like Zambia, DRC, Burundi and Rwanda and own a diverse line of business under their brand.

Business Need:

The client's newest venture was their diversification in CFS/ICD business. With a new, but growing line of operations, the client needed to employ a system that not just enabled efficient yard management, but also supported the necessary integration for streamlining and connecting their other businesses. With a new line of operations and growing business volumes, the client was looking for a technology partner who could comprehend their complex business requirements and provide respite to their specific challenges.

Challenges:

Apart from complexities arising from a new business, the client identified the following key deterrents to smooth flow of operations-

- ▶ A new business line meant lack of experience in managing the operational challenges and business complexities.
- ▶ Automation was imperative as their line of operations was dispersed across several domains and locations.
- ▶ Separate systems were being employed for addressing separate business. For example, invoicing was being done on Tally.
- ▶ Absence of a specific mechanism to check operations, address inconsistencies and make timely corrections.
- ▶ Lack of clarity on container and cargo throughput volumes.
- ▶ Compromised operational security.

The client was looking for a system that was not only capable of providing solution to the above challenges, but one that could also offer value addition. Kale Logistics Solutions is a well-established and trusted partner for several logistics and supply chain enterprises worldwide. Based on their domain experience and technical expertise Kale's CAPELLA CFS/ICD Management System was chosen by the client for their operations.

Since a single implementation could easily support multi-branch operations, CAPELLA's adoption was quick and smooth. A specialist from Kale's technical team on-boarded the client's key resources to get them accustomed to CAPELLA's user friendly interface, perform functionalities and derive maximum benefits from the system. Following the implementation of CAPELLA, the client experienced several operational and value added benefits in their operations.



Key Benefits:

▶ Automation:

- Minimal manual intervention ensured security of operations and check against sabotage
- Streamlined flow of operations from one function to another
- Ensured statutory and regulatory compliance
- Stakeholder delight as all stakeholders got updated information
- Complete automation of operations translated to minimal redundancy in terms of data efforts

▶ Visibility:

- Complete transaction and operational visibility reduced discrepancy between operations
- Adequate support for business planning

▶ Integration:

- Easy third party integration ensured client's allied business functions too were incorporated within CAPELLA's operational mechanism
- Integration with third party applications especially with Tally, enabled client to get complete control over financial operations
- As data was fetched from one application to other, CAPELLA helped the client to experience significant saving on time and efforts
- Elimination of multiple systems and freedom from hassle of managing multiple vendors for each system

▶ Business Acumen:

- CAPELLA gives a winning edge to ICD business as it is designed on basis of strong industry learning and by factoring ground realities of ICD operations
- With CAPELLA, client ensured statutory and regulatory compliance

With state-of-the-art operational capabilities, CAPELLA enabled the client to achieve tangible business benefits. CAPELLA brought enhanced visibility, control, profitability and regulatory compliance to the client's business.

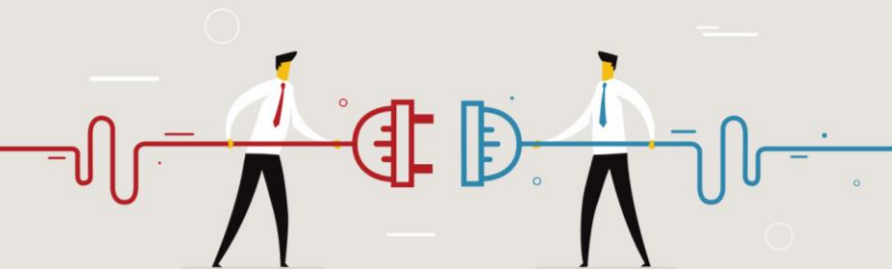
CAPELLA- A highly customizable CFS/ICD system

One of client's key expectation from a container management system was to be able to control several allied transactions like invoicing especially, under a single implementation. For this, Kale Logistics Solutions integrated CAPELLA with client's TALLY system. The data could be easily fetched from Tally, thus rendering automated financial transaction to client. Moreover, Tally was also integrated with the Customs' system and enabled the enterprise to process Customs related payments seamlessly. CAPELLA brought complete integration and control not only to ICD operations, but also to related financial transactions for the client.

“As CFS/ICD business was fairly new for us, we needed a technology partner who was well aware of the intricacies and complexities of container trade. We chose Kale based on their industry experience and domain knowledge and adopted their container management system CAPELLA for our container operations. CAPELLA enabled us to go completely paperless and gain thorough visibility, control and profitability through its automated transactional flow. With its capability to support third party integration, CAPELLA was integrated with our in-house TALLY system, thus automating our financial transactions too.

- Manager, One of Tanzania's largest distributors of petroleum products

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