Software company adds value beyond production of Sars documentation

Sydney Ramoorthy ... 'Providing vital insight into the real issues faced by South African operators.'

"It is our objective not only to do the basics exceptionally well, but also to make available the value-added differentiators to clients who see merit in them," says Sydney Ramoorthy, head of business development at Core Freight Systems.

Inherent in the primary system is the potential to improve operational processing efficiencies, enhance management control of both financial and operational aspects of the business and provide better reporting to the importer and exporter, says Ramoorthy. "Additional functionality includes established and proven mechanisms for the transfer of electronic data in and out of the CoreFreight database, integrated and automated storage and retrieval of electronic document images, and web-based indent tracking."

The mix of existing clients on the CoreFreight application varies from large players with established international networks to the smaller, entrepreneurial owner-managed businesses. "This provides vital insight into the real issues faced by the South African operators," says Ramoorthy.

We monitor the feedack we receive from clients and proactively identify areas for enhancement in the application on an ongoing basis," he told FTW. "As a result of this process we believe that the CoreFreight system has the potential to add value beyond simply the production of Sars documentation."

He points to the export perishables business as a case in point – and particularly pertinent to the Western Cape. "Although we have clients who initially only implemented the application to meet the Customs EDI requirements, we have found them able to take meaningful advantage of the extended functionality available. This has resulted in marked improvements in their business processes through the delivery of an integrated operations support system through CoreFreight. Our observation is that general cargo agents are also benefiting from the application," he said.