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export&import
SOUTH AFRICA

CORE FREiGHT

"Propelling business... through excellence in IT"

Getting the best return

"**A**s long as you are spending money on IT, you might as well ensure that you are getting the best return, in terms of functionality and service, on your investment." Jonathan Sims, managing director of Core Freight Systems. Core Freight strives to deliver this as an established provider of software tailored to the specific needs of a Freight Forwarding and Customs Clearing business operating in the South African Import and Export industry. The company's client base includes premier South African players across the spectrum – from niche operators to medium-sized and major clients conducting business independently or as the local agent representatives of multinational organisations and networks. The software is proven, easy to use and incorporates the modern technology required to accommodate future functionality for its clients to remain competitive.

Functionality
"We believe that IT provides a competitive edge. We have seen business won, and lost, based on the IT solution presented to an Importer or Exporter. Forward thinking agents are looking for a solution that not only meets their current requirements, but that sets them up to meet the future requirements both internally, to better service their existing business and, most importantly, to attract new clients. They understand that their service is an integral link in the overall logistics supply chain, and that that IT systems make a major contribution to the efficiency of the chain."

The company provides a solution based on a number of modules.

CoreFreight
The primary application module, provides a comprehensive system solution addressing all pertinent aspects of the South African forwarding and clearing function.
• Imports
• Exports
• Exbond
• Warehousing
• Estimates
• Transaction Accounting

It is designed with the specific objectives of improving the operational efficiency, enhancing management control, and assisting an Agent's operators in meeting the requirements of the importer/exporter they are servicing. In addition to meeting the standard requirements of SARS Customs Clearing & MAS, Portnet and other relevant third party service providers, its internal features include detailed process audit trails, standard and client specific rates structures, flexible import shipment costings and client reporting. Detailed file-level accounting for each transaction provides management the ability to monitor and control shipment profitability to the level they require, with proven interfaces into a broad range of general ledger accounting packages. Real-time credit checking provides control over this vital aspect of an Agent's business. Sophisticated reporting is available for all aspects of the operation of the system and incorporates automatic report scheduling as considered appropriate.

The optional Warehousing functionality addresses this component of a forwarding and clearing operator's business. A flexible, comprehensive Estimates facility is available which provides for a detailed landed "pre-costing" at supplier invoice line level using prevailing exchange rates, duties, etc – where requested by the Importer.

A Windows interface with a logical process flow applied consistently throughout the application facilitates the training of new staff and cross-skilling of existing employees. The User interaction is made easy through the use of a "Personal Task Manager" comprising an "Inbox" and "Work-in-Progess" section which reflect the process

status of each file allocated to the User, and easy access to the last point of entry on the file. Flexible security settings allow the user access to be tailored in accordance with an individual agent's organisational structure.

In addition to the primary application the following additional modules are available in an integrated solution:

CoreXchange

This module provides an established mechanism for data to be moved into and out of the CoreFreight database in a reliable and efficient manner – in essence linking users of CoreFreight into the Supply Chain without manual recapture of data. The advantages of this are obvious – electronic data interchange with other applications in use by the agent, either within his own environment or through an international network, or his client saves manual capture with the associated time, cost and accuracy problems. Existing operations servicing the motor industry illustrate and prove the benefits of CoreXchange.

CoreArchive

CoreArchive is a document image storage and retrieval application which is integrated into CoreFreight. All pertinent CoreFreight produced documents are automatically indexed and archived during file processing without any operator intervention. This creates the framework for filing any additional documents which may be easily added to the filing system with minimum effort. Access to CoreArchive is direct by the operator from within the CoreFreight application, allowing easy reference and forwarding of copies to the external parties as required. The application goes beyond merely being a repository for historical data, but provides a centralised point of reference for working documents on a current file, including for example Excel attachments.

CoreQuery

This is an internet-based facility which provides the Importer/Exporter comprehensive real-time insight into the shipment file being processed on his behalf by the Forwarding/Clearing agent. The data available is not limited to tracking steps only, but copies of pertinent documents such as the Bill of Entry or Agent's invoice may be

downloaded by the client. Imports and Export files are all accommodated. The data is easily downloaded into Excel for the Importer/Exporter records and further management control.

The company provides cost-effective solutions to its wide range of clients. It offers access to the application over the internet in a secure hosted environment, which frees the client from the burden of the hardware and software infrastructure maintenance, and facilitates the growth of a branch network. Where appropriate the application can be provided on a server at the client's premises should they wish to maintain their own IT facilities. The company actively pursues a policy of enhancing existing functionality and developing new features so that their clients can not only improve current procedures, but are prepared for new requirements as they become relevant. The Core Freight helpdesk gives real-time support to users on the system, via remote logon to the operators CoreFreight screen.

Any potential users of the application are encouraged to evaluate the application to the depth required prior to commitment. A vital step in this exercise is reference to the existing Core Freight customer base to validate the suitability of the systems for their specific use.

Outstanding track record

"We believe that, based on our track record, Core Freight warrants consideration in any objective evaluation of the software systems available to forwarding and/or clearing operators in the South African environment, whether looking for a solution for a start-up operation or simply to validate the cost-effectiveness of an existing system.

Notwithstanding, we strive to run our business on an ethical basis and value integrity at both the individual and Core Freight company level – where we determine that on the basis of a structured evaluation exercise the application is not appropriate for a particular potential client we would advise them accordingly. We have learnt that every client has their own unique perspective and work hard at trying to understand these specific requirements in order to determine their best system solution," concludes Jonathan. ◆