



IT solutions deliver value

Glenn Lawson, Head of Customer Support at Core Freight Systems

The annual presentation of the National Budget presents a timely reminder to all that not only are taxes unavoidable, but that expenditure is a necessary function of the responsibility for maintenance of the economy. The requirement to spend is unfortunately equally true for an individual enterprise and the challenge to management is no different to that faced by government, to ensure the cost – effectiveness of such expenditure, to minimise wastage and ensure the greatest benefit is derived.

With this introduction Glenn Lawson, Head of Customer Support at Core Freight Systems, states: “As an individual business supplying an IT solution to the South African Freight Forwarding and Customs Clearing industry we are conscious of the need to deliver consistent value by providing comprehensive functionality through software that is logical and easy for staff to operate, appropriate management controls, proven interfaces with other applications, and on-line real-time support and problem resolution. In addition we address future potential requirements, such as electronic document storage and

retrieval facilities, flexible statistical and financial profitability analysis and client access to relevant data.

Although this requires an ongoing investment in R&D by ourselves involving not only money but, equally importantly, imagination and intellect, we trust that this delivers a good benefit proposition to both existing and potential users.

The mix of existing customers varies from large industry players with established international networks to the smaller, entrepreneurial owner-managed businesses.

Lawson continues “The application is proven in this environment. Our clients are vital to us – they provide insight into the real issues faced by the South African operators and present the opportunity to leverage IT to address their needs.

“It is our objective to not only do the basics exceptionally well, and hence deliver value at this level, but also to make available the value-added differentiators to clients who see merit in them,” concludes Lawson.◆