

SA software purpose built for SA users

“The CoreFreight application is purpose built to serve the requirements of a South African operator, whether an independent or the SA-based branch of a multi-national clearing and forwarding network,” says Glenn Lawson, Head of Customer Services at Johannesburg-based Core Freight Systems.

Core Freight’s objective is simple: to improve the efficiency of its clients’ processes by leveraging information technology and experience in the local environment, providing a comprehensive operations support system to the users. While imports and exports is, by its nature, a multi-national exercise our observation is that there are always local requirements which require special attention.

“Interfaces with SARS for transmission via EDI or Bills of Entry and Manifest information as well as communication with the National Ports Authority, for the submission of Cargo Dues, are obvious examples of unique local requirements. There are, however, some more subtle considerations including, for example, the ease of product use and therefore the training of new operators, output for local banking where factoring is a requirement and, at the

technical level, efficient network utilisation – which is an undoubted constraint in South Africa.”

Another important consideration is cost, clearly a product which is designed and maintained in a foreign location implies foreign currency-based overhead which at some point will have to reflect in the local usage charge. There is also the question of the priority that can be given to local adaptations required to the software, when faced with demands from all the other areas serviced by the application.

“Choosing the optimum local solution should not inhibit your ability to connect with other applications to ensure the fast and accurate transfer of data,” continues Lawson. “We successfully integrate with other applications, which allows the operator to use the best of breed applications wherever appropriate.

“We believe that CoreFreight give you the best of both worlds,” concludes Lawson. “A first-class South African forwarding and clearing package without any inhibition in your contribution to the overall supply chain solution.” ♦



The image shows a promotional banner for CoreFreight. The background is red with a faint, stylized graphic of a person's face. The word "CORE" is written in white, serif font on the left, and "FREIGHT" is written in white, serif font on the right. In the center, there is a blue and white logo consisting of a central white circle with four blue, curved, petal-like shapes radiating outwards. Below the logo, the tagline "Propelling business through partnerships" is written in white, italicized, sans-serif font. At the bottom of the banner, there is a dark blue horizontal bar containing the text "Fully comprehensive Software Solution for Freight Forwarding and Customs Clearing of South African Imports & Exports" in white, sans-serif font. Below this bar, the phone number "+27 11 706 3545" and the website "www.corefreight.com" are listed in white, sans-serif font. On the far right edge of the banner, there is a small vertical text "17019 Export 09/2010".

CORE

FREIGHT

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