IT system helps support entrepreneurial growth

Also serving sophisticated corporate multinationals

The spirit of entrepreneurship that characterised Gauteng's mining industry in its early days is no less evident in the modern Gauteng environment – and the forwarding and customs clearing sector is no exception, says Sydney Ramoorthy of Johannesburg-based Core Freight Systems.

"New entrants are taking advantage of the opportunities associated with the economic activity in the region. And while CoreFreight has the proven capacity to service sophisticated corporate multinational companies, we believe that that the so-called 'smaller operator' needs to be supported through access to quality software for his business requirements within the South African context."

To achieve this Core Freight provides a hosted environment which is accessed by the user via a connection to the Internet, says Ramoorthy. "This means that a new operator avoids the cost of establishing and maintaining complex IT infrastructure, yet has access to the software functionality to operate an expert forwarding and clearing business, including the ability to communicate with Customs via EDI, invoice his clients, control his debtors, and monitor and manage the profitability of the files he processes."

The application uses a modern windows-based design that facilitates easy learning of the work-flow, and allows the operator to concentrate on getting the job done without the distraction of mastering a difficult piece of software, says Ramoorthy. "The functionality includes a 'Personal Task Manager' which provides the user with a single point of reference from which all his work within CoreFreight can be viewed – summarised by the process status of each file – and a quick launch facility that will take him into an individual file, restored to the point at which it was last worked upon.

"But, best of all," says Ramoorthy, "the system is able to expand as the entrepreneur's business grows, not only by increasing the branch network and access to further functionality requested by the client-base, but also through the ability to allocate and manage the work of additional

Sydney Ramoorthy … 'The system is able to expand as the entrepreneur's business grows.'

employees as they join the enterprise.

"Just as Gauteng grew from relatively humble beginning just over a hundred years ago, we believe our CoreFreight users should grow to make a positive contribution to South Africa and the African continent."