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*– K.G. Prasanna, Branch Manager*

## International logistics company boosts MIS report-generation efficiency by 50% using Tally.ERP 9

### CUSTOMER OVERVIEW

Broekman Logistics is an international freight and logistics business with headquarters in Rotterdam, Netherlands, and 13 offices across India. Broekman Logistics was originally in the import consolidation business but, with the changing times, it diversified into air exports, sea exports and imports, domestic airfreight, customs clearance and logistics services. Today, the company receives and delivers cargo to and from any place in the world. Broekman is an IATA approved agent. It comprises of various companies in the group and is 5 years old in India and over 50 years old globally. The India team is today 150 employees strong.

Broekman Logistics is on a steep growth graph. Many of its

professional staff have been working with Broekman Logistics for 10 to 20 years, and have helped it guarantee precision and care at the most competitive rates, with no exceptions made.

### BUSINESS CHALLENGE

Broekman Logistics main services include air, sea, and surface shipment, as well as warehousing and physical distribution. "Our business offering covers the gamut of freight solutions right from multi-mode shipping to courier services. Paperwork and data processing is crucial to the efficiency of our business," says Mr. K. G. Prasanna, Branch Manager.

Broekman's 13 offices had used manual data processing to track shipments and send reports, and this was extremely time-consuming and not very precise. "Posting of ledgers was done manually...we needed accurate information and centralisation so that we could have better decisions taken in real-time. We had already been using Tally for almost 5 years and there was a huge comfort level with our staff on the software. Naturally, we evaluated many purpose-built Logistics software products, but none matched our requirements in terms of the specific automation needs and process flows we wanted."

With the business growing and new lines of products and services on offer to an expanding market, came the pressing need for better intelligence: their old system just wasn't fast, reliable or secure enough to meet the challenge. What Broekman needed was an all-in-one application that tied in all aspects of their business including the day-to-day backend processes.

"It was after much debating that we decided to build our complete business solution on the Tally.ERP 9 platform," adds Prasanna. The main objective of the implementation was to computerise all logistics activities at branch levels throughout India, maintain logistics-related documents that would yield MIS reports, and consolidate branch data at Head Office level.

Requirement specifications covered Quotation, Sales order Confirmation, Manifestation Process, Delivery Note, Sales Invoice - for Air export, Air Import, Sea Export, Sea Import, and Domestic & Custom Clearance.

## THE SOLUTION

The Bangalore branch of Broekman Logistics currently uses their augmented Tally.ERP 9 solution to account their domestic as well as international logistics transactions. Tally.ERP 9 is being used for Receivables & Payables management, key-in Accounting transactions (without inventory) and generation of profitability reports for each

job, through cost center concept.

Mr. Jyothish Bharath of B E Solutions, a Master Tally Partner, informs "It was a challenge to cater to their requirement of interplay between Data layers. But the customization of Tally.ERP 9 has helped them to a very large extent"

"We have experienced an enhancement of 50% in report-generation efficiency using the advanced Tally.ERP 9 with added dimensions. Monthly reports require much less labour. What took 3-4 days earlier is now done in a matter of hours," in the words of an enthused Prasanna.

In terms of the operational part, staff at Broekman have started working on the database and transactions. The company has saved a lot of time after getting the software specifications right. The Tally.ERP 9 customisation allows them a big interplay between data layers. The middle layer of the solution is structured so there is total information transparency right across operations.

According to Prasanna, "We have customised Sales operations, Invoicing, Margin analysis, Sales order confirmation and much more. Tally.ERP 9 is used by 50-60 people in our organisation and it's brought new levels of data synchronisation and convenience."

At Broekman Logistics, customisation Reports includes Quotation Vs Sales Order Confirmation, Sales Order Confirmation Vs Manifestation (Filtration registered to Sector, Employee, Agent and Customer is also included). Thorough Revenue Report - Module Wise / Job wise Profitability have been extensively customised according to specification; for eg. Air export wise profitability, Air Import wise profitability, Sea Import wise profitability, HAWB - House Air way bill wise profitability have been created.

A phased implementation of Tally.ERP 9 across its various offices is planned.

## BENEFITS

- Enhanced synchronisation of people/systems
- Improved people productivity
- Improved business intelligence, hence better decisions
- Speeded processes