



ramco

RAMCO Business Transformation Study | Logistics Industry | Maxicon

ramco ERP on Cloud
Intuitive · Location Aware · Gen-Y Interface

Maxicon trusts Ramco systems for a smooth sail



Maxicon Container Line

"Committed to Serve"

Maxicon is one of the leading NVOCCs (Non Vessel Operating Common Carrier) in South East Asia and Indian sub-continent with active presence in Middle East and Upper Gulf. Maxicon is the largest container carrier from India to Bangladesh and ranks amongst the top three "SOC" players in Chennai Port. It is the sole operator of containers in the port of Paradip, India. Registered in Singapore, MAXICON serves over 60 locations across Asia - China on the Far East & North and Iraq on the far west. The company has an inventory of about 13,000 containers to provide service globally.

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Key Business Requirements of Maxicon

- Eradicate the problems faced in container tracking
- An efficient solution that integrates logistics solution with finance
- A solution that enabled Maxicon to handle all their operations while being integrated with finance, including access to agents for performing all operations activities in one system thus providing end-to-end visibility across all Maxicon /agent locations
- A solution that enables all aspects of operations from pre-booking to return of the container including export booking, transshipment, import, detention, container repair and financials to be seamlessly integrated
- Instantaneous data retrieval to all parties involved during the export booking and elimination of data duplication while booking trans-shipment and import, to increase effective communication and data/operations visibility

Compelling reasons For Choosing Ramco

Ramco's NVOCC solution was tailored according to the business needs of Maxicon and attained stability within 6 months of successful implementation across all locations. Maxicon has about 240 active users at 65 locations across 19 countries in Asia from Middle-east to South Korea.

Tracking the cost and revenue of the invoices logged by the agents in the system even before the statements were sent, along with auto e-mail alerts on important activities and consolidation of finance across the group were few of the reasons for choosing Ramco.

Solution Offered to Maxicon

- NVOCC Export & Import
- Container Management
- Finance & Accounting

Key Benefits Achieved

- Monitoring containers based on location and movement of containers using container tracking feature
- Optimization of container inventory based on their empty/laden status and Enabled Empty Container Management at the yard
- Different tariff methods for bringing a SOP in pricing
- User friendly multi-company, multi-location and multi-currency handling system in the shipping industry
- Email notifications to all Maxicon locations on select activities
- Online shipping instructions facility
- Bill of lading wise Profitability Analysis was performed
- Addressing complex billing requirements and prompt generation of shipping documents
- Seamless integration of Logistics operation with Finance
- Access to all agents and own locations for performing logistics operations and end-to-end visibility

**To navigate through the rough seas, give us a call on 1800 425 6667
or drop us a mail at contact@ramco.com**