

Cloud In Logistics & Shipping Gains Momentum

TAKING cue from the growing customers' requirement for flexibility in the way they have access to their offerings, Four Soft (4S), a global leader offering software solutions for the logistics and transportation industry, has recently announced an increased thrust on cloud offerings. Four Soft's LogiSaaS cloud application delivers comprehensive functionality combined with flexibility, ease of implementation, competitive edge and seamless integration over the Internet, thereby eliminating the need to install and run the application on the customers' systems, thus, in turn, simplifying maintenance and support.

Biju Nair, COO, Four Soft, said, "At this juncture, the global logistics and SCM market is in need of specialised software that focusses on continued technology advancement and evolving user expectations. Keeping this vision and by leveraging our deep domain resources and expertise, we have developed innovative suite of

solutions on cloud that offers rapid business transformation, flexibility, uses common platform for interoperability across industries and helps realise the full potential of cloud computing.

Krishnan Venkatram, Global Head – Marketing, Four Soft, said, "As we continuously strive to be at the forefront to tap the growing demand for cloud in the market space we operate in, the need for developing innovative solutions is one the most important criteria that we have set at Four Soft. We began working on this event considering the nature of the current market scenario and increasing demand for cloud computing and chose Mumbai as the best fit as we felt it would provide us with an opportunity to understand the adoption of cloud among prominent market players that are spread across the region."

MV BalaKrishna, Head – Asia,

USP

4S LogiSaaS is a powerful, dynamic, scalable & flexible shipper and logistics service providing tool for enhancing operational efficiency and profitability, through effective management of information flows across all aspects of the supply chain relevant to them.

Four Soft, said, "As a front end contact with our existing as well as prospect customers, I have been receiving inputs on ways of addressing the problems that SMEs face today. After reviewing the overall scenario, we decided that we would offer full fledged solutions on cloud, which not only addressed various aspects related to capital expenditure, but also provided enhanced operational efficiency, flexibility, competitiveness and effective management of information flow across customers, their associates and others that are involved in their day to day business operations." ■