

## **MEDIA RELEASE**

With picture

Two Warwickshire companies have clicked to deliver international success for a logistics firm.

Exact Logistics, based on the Dunchurch Trading Estate, Rugby, teamed up with neighbouring software firm, Karus in Lime Tree Avenue to develop a product which will save the firm an estimated 130 work days a year.

The new software, called Palsist, was developed to meet the demands placed on Exact Logistics by its expanding German business. Notably, it needed a new freight processing system to cope with increased orders from Germany.

Developing the software has resulted in significant time saving for the business as it allows rapid data entry, automatically checks postcode and address information and automatically sends electronic responses to customers as well as updating information on the firm's transport control system.

The two companies decided to work together after meeting at a Coventry and Warwickshire Chamber of Commerce networking event.

Adam Shuter, managing director of Exact Logistics, said: "International deliveries represent about a third of our business – and no two orders are the same.

"This new system allows us to process more German consignments efficiently without increasing our costs and provides complete control and visibility of consignments to and from Germany and other European locations."

"We were delighted to work hand-in-hand with a local software developer to create a software product which has such an obvious positive impact on our business."

"Together, we developed the complete software from a blank sheet of paper and working with such a local company meant it was easy for us to be involved every step of the way."

"We are looking to expand the system with Karus who have been a great company to work with."

Wayne Russell, managing director of Karus, said: “Karus has historically worked with the likes of Siemens and other big blue-chip clients since it was established in 1998.”

“This was a different type of project for us as we decided to develop the product as a Karus product which enabled us to make it more generic.”

“The PalSist can be rented on a monthly fee basis with no upfront development charges. We plan to roll out the software to other firms in the future.”

“We designed it to be easy to use and to ensure that all the information it generates looks professional and is accurate.”

“It took around a year to develop and we are really pleased with the results. The proof of the pudding is that it is now used every day by the firm and it does exactly what it was designed to – quickly and efficiently.”

ENDS



Picture caption (l/r): Wayne Russell, Karus, with Adam Shuter and Karen Shuter, Exact Logistics.