



PARADIGM CORPORATION LTD

Make all the Difference with Bespoke IT-based Logistic Services

Logistics technology is the vital lifeblood of any supply chain as Hong Kong's freight forwarders have been discovering. MANDY MAK, Director of Paradigm Corporation Ltd, speaks on the importance of IT-based solutions in this vibrant industry.

With costs of real estate and labour escalating 'just-in-time' delivery is now of more importance than ever. Competitive players are saving time and money as well as boosting reputation by embracing comprehensive IT-solutions that help them manage the supply chain with more efficiency, transparency and cost-effectiveness.

Rising to the Challenge!

"Paradigm is committed to providing world class logistics IT solutions for the freight forwarders in Hong Kong," explains Mandy Mak, Director of the company.

"Most freight forwarders here tend to be small-medium scale players with limited resources. Seeing that only few can afford huge investments in technology, a group of local logistics IT professionals set up Paradigm with a view to providing comprehensive, practical and affordable logistics management solutions that can boost efficiency and help players stay in the battle for market share."

Citing the challenges ahead, Mak explains that local freight forwarders are expanding and need to manage their offices in China and abroad too. Secondly, customers now demand high level of services from freight forwarders, including cargo tracking and tracing availability, purchase order management service, inventory visibility, etc., and of course each customer has different requirements.

"Above all, of course, how to ensure customers' needs are satisfied is another challenge that most forwarders face.



All these are not easy tasks when you consider the constant fall in margins as competition increases," explains Mak, visualizing the exacting picture of the state of this vibrant industry.

Key Solutions

How to operate the business efficiently is the critical success factor and thus Paradigm's IT solutions comprise four core products - FM3000, iPOM, iWMS and iCRM.

FM3000 improves process efficiency from Marketing, Operation to Accounting process in a freight forwarder. It provides a universal management platform for freight forwarders to manage all operations in their Hong Kong, China and overseas offices. iPOM and iWMS add value to freight forwarders by providing purchase order management and warehouse management in the supply chain.

iCRM helps freight forwarders to

capture sales opportunities and increase selling effectiveness.

All these products are modular-based and can be configured in various ways to meet the unique requirements of the freight forwarders and their customers.

These products are also web-based so it's convenient for freight forwarders as they can use either public cloud storage or private cloud storage, or even both to suit the size of their operations. It minimizes investment in both hardware and network infrastructure when implementing the systems.

Consistent Quality

"Paradigm is a trustworthy IT solution partner, which explains why our first customer is still our customer today," says Mak proudly.

"In order to ensure the reliability of the systems, we have built-in both corrective and preventive self-checking functions. We enhance our systems regularly to ensure our customers have the edge over their competitors.

Our staff receive regular IT and industry-centric training to ensure we offer the most professional advice to our customers.

Receiving the HKMVC Award for the Most Trusted Logistics Management Solutions is indeed a humble reminder to us to keep up with our commitment to our customers, continue to exceed expectations and stay true to our work ethos.

The award is also a recognition for our pioneering work thanks to which the market is better placed to be regionally and internationally competitive," concludes Mak. ■

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