

# Customer Success Story

The ADP logo consists of the letters 'ADP' in a blue, sans-serif font, positioned above a red, wavy horizontal line.

## About the Customer:

Incorporated in 1994, Shanghai Asian Development International Trans Pu Dong Co. Ltd (ADP) is ranked one of the top 30 Freight Forwarders in China. With a registered capital of RMB 22 million and staff strength of more than 1500, ADP is also a ISO 9002 - 2000 certified company.

## The Value Proposition

Zhang Zhen Liang, Assistant General Manager, ADP:

“ADP has chosen the right partner” to assist the company in its mission to provide customers with value-added services and improve their competitive advantage.

## The Solution and its Deployment

ADP has successfully implemented Kewill Forwarding's Seafreight, Airfreight, Roadfreight operations, Workflow Management, ePortal and Financial Settlement modules. The comprehensive Kewill Forwarding's three tier architecture technology has made deployment easier and Workflow module has assisted the company in increasing productivity and achieving Key Performance Indicators (KPI). An end-to-end supply chain suite, Kewill Forwarding's financial settlement module does not only provide a comprehensive credit control but is seamlessly integrated with ADP's own backend accounting system.

Till-date, ADP has over 150 Kewill Forwarding users in China, in 14 different locations. The successful implementation of Kewill Forwarding and expansion of ADP is bringing the partnership between ADP and Kewill-IPACS to a new level. An additional 23 sites in China will be fitted with Kewill Forwarding solution including Qingdao, Dalian and Tianjin. Today, the Kewill Forwarding handles for ADP an average of 10,000 shipments per month.



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