

## Softlink Global Enters Strategic Partnership with MatchLog to Transform Container Logistics Across Asia

Logi-Sys ERP to Embed Container Reuse Intelligence into Core Logistics Workflows



**Mumbai, Maharashtra Jan 7, 2026 ([Issuewire.com](https://www.issuewire.com))** - Softlink Global, the digital backbone platform powering freight and logistics operations for more than **5,100 companies worldwide**, has announced a strategic Memorandum of Understanding (MoU) with **MatchLog**, the world's largest container-reuse platform.

Under this partnership, [Logi-Sys](#), Softlink Global's **Intelligent Cloud ERP**, will serve as the core enterprise platform into which MatchLog's container optimisation capabilities are embedded. As the system of record for freight forwarding, customs, warehousing, compliance, and financial operations, Logi-Sys now incorporates container asset efficiency and reuse planning directly within live operational workflows.

The integration reinforces Logi-Sys as a unified operational platform by embedding container reuse intelligence directly into core ERP workflows. This enables logistics service providers to reduce empty container movements, improve asset utilisation, and strengthen planning predictability across regional and cross-border operations.

Commenting on the partnership, **Amit Maheshwari, Founder and CEO, Softlink Global**, said:

*“Container optimisation cannot live outside the core operating system of a logistics company. By embedding MatchLog’s reuse intelligence directly into Logi-Sys, we are extending ERP from transaction management into asset efficiency. This gives our customers tighter cost control, better planning discipline, and cleaner execution without adding operational complexity.”*

**Manish Singh, Co-Founder, MatchLog**, added:

*“Trade lanes across the Asia-Pacific region continue to face persistent container imbalance and empty repositioning challenges. Through this collaboration, we are taking a decisive step toward making container optimization a seamless part of every logistics workflow. Integrating this capability within enterprise ERP systems like Logi-Sys empowers operators to strengthen asset utilisation, lower costs, and accelerate progress toward more sustainable and efficient supply chains.”*

[Softlink Global’s](#) Logi-Sys platform is already deployed across **100+ countries**, supporting more than **1 million users globally**. The integration is designed to scale across Softlink’s existing enterprise footprint, enabling logistics companies to adopt container reuse practices in a standardised yet regionally adaptable manner.

MatchLog has seen growing adoption across Asian trade corridors and works with leading global shipping lines, including Maersk, Hapag-Lloyd, and Pacific International Lines. Through this partnership, its container optimisation capabilities will reach a broader enterprise user base through Softlink Global’s ERP ecosystem.

## **About Softlink Global**

Softlink Global is the digital backbone platform for freight and logistics operations, providing enterprise ERP systems used daily by freight forwarders, customs brokers, and logistics service providers to run mission-critical operations across freight, finance, compliance, and warehousing. For more information, visit [softlinkglobal.com](https://softlinkglobal.com).

## **About MatchLog**

Founded in **2019**, MatchLog develops technology to optimise container, cargo, and trailer movements, helping reduce empty movements and improve equipment utilisation across global trade lanes. Its platform uses container-matching intelligence to support more efficient and sustainable EXIM logistics operations.

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