



Electronic Commerce in the The Liner Shipping Industry : A Multi Carrier Approach

**Southern Asia Ports, Logistics & Shipping 2006
India**

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Agenda

- What is electronic commerce as it applies to the container shipping industry?
- What are the benefits of adopting an e-commerce approach?
 - To shippers and freight forwarders
 - To ocean carriers
- Why a multi-carrier portal?
- South Asia adoption of e-commerce
- Questions, please.



Electronic commerce and the liner shipping industry

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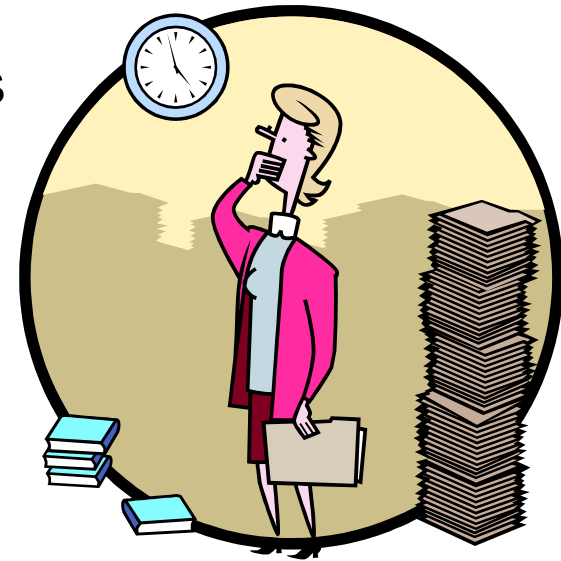
A paper-intensive industry

- A mammoth consumer of paper
- Each shipment can have in excess of 30 original documents
- Paper slows down the process
- Over 70% of computer output is manually re-input into the next computer system in the chain
- Massive investment in ERP systems for internal efficiency, yet still little communication with business partners



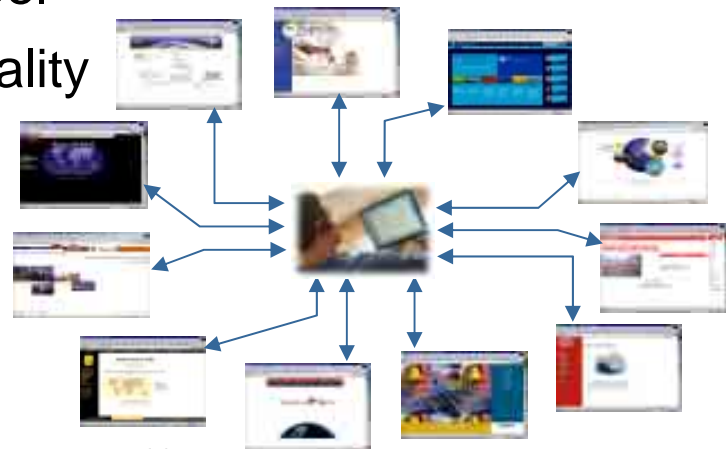
Electronic initiatives

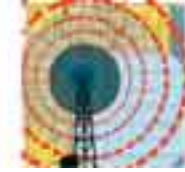
- Focus on core shipping transactions
 - Sailing Schedules
 - Bookings
 - Container tracking
 - Documentation
 - Shipping instruction
 - Bill of lading
- These are non-value adding core events
- Time taken to manage these exchanges between shipping lines and their customers consumes a large portion of the normal working day.



Some early initiatives

- Some shipping lines offered online solutions and one-to-one EDI connections
 - Each has its own look and feel
 - Differing degrees of functionality
 - Varying access controls
 - An extra relationship with each shipping line
- Demand emerged for carriers to offer a multi-carrier portal solution, similar to the airlines





E-Commerce benefits

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Benefits for the shipper/ forwarder

- Book in your own time – no need to wait to get through on the phone
- Ensure the carrier gets the correct details
- Faster b/l turndtime
- More accurate bills of lading, no data re-entry
- Fast access to container tracking
- Bills of lading printed in your office – no courier delays
- Provide visibility to your client, cargo owner or consignee
- Computer-to-computer connection with your ERP/ order processing system



Benefits for the carrier

- Improved data quality
- Documentation efficiency
- Provide self service query environment for customers
- Overall improvement in service quality



Why multi-carrier portal?

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Why a multi-carrier portal?

- Many of the benefits are offset by portal maintenance
 - Beneficial to outsource the portal maintenance
 - Costs are shared by many lines
- Single access for customers
 - Common data entry screens for all carriers
 - Single EDI/ XML connection to ERP system
- Standardisation
 - Single look and feel
 - High quality portal environment for all your carriers
 - And many more



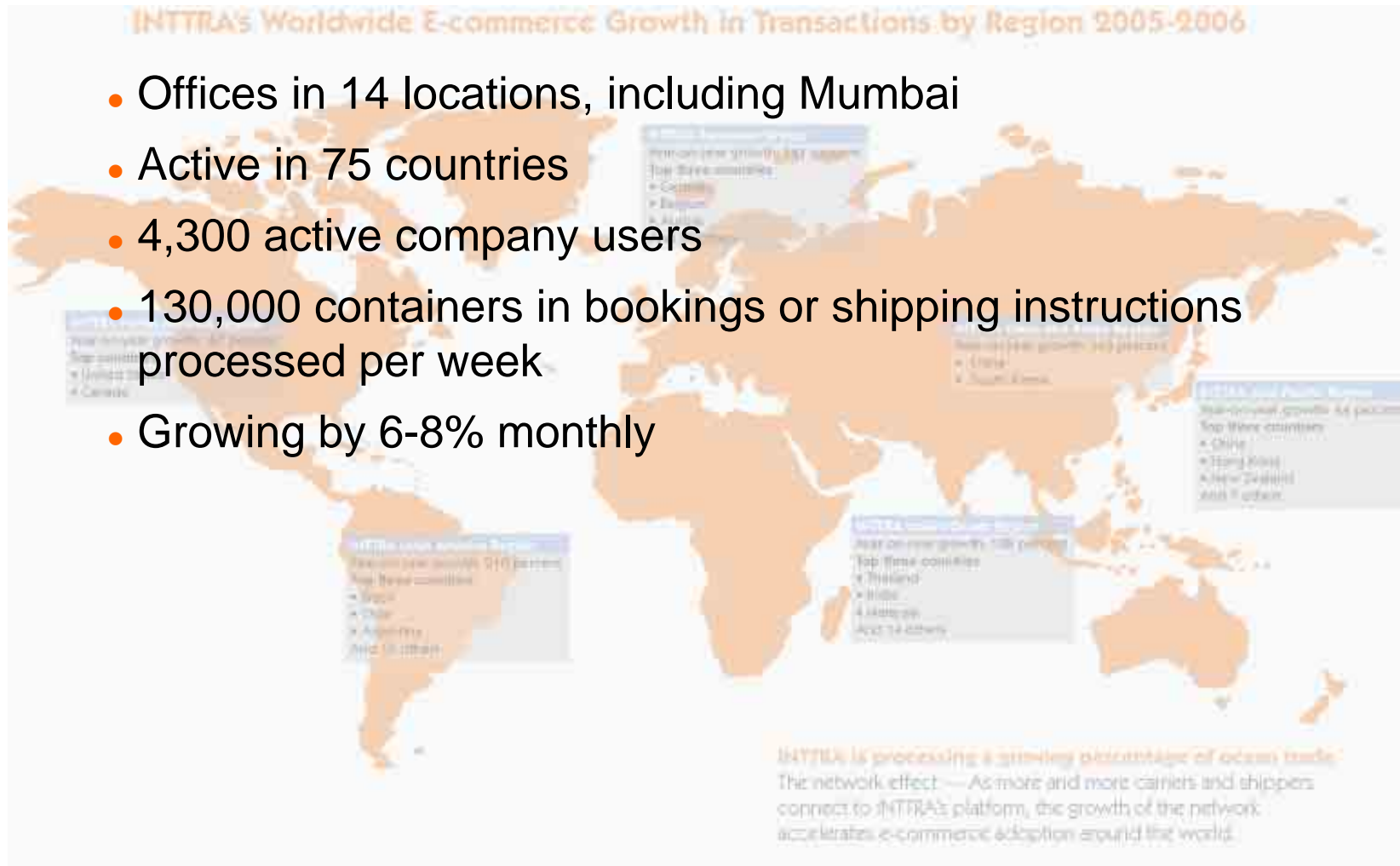
South Asia and e-commerce

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INTTRA globally

INTTRA'S Worldwide E-commerce Growth in Transactions by Region 2005-2006

- Offices in 14 locations, including Mumbai
- Active in 75 countries
- 4,300 active company users
- 130,000 containers in bookings or shipping instructions processed per week
- Growing by 6-8% monthly



South Asia and e-commerce

- INTTRA entered the market in 2004
- India is INTTRA's 8th largest country in terms of volume
- 3rd largest country in number of active users (350 active)
- All major international forwarders use the INTTRA platform
- Most major regional forwarders also use the platform

Alliance program

- Most forwarders use a logistics management software package
- INTTRA has reached out to these software companies to encourage them to develop connectivity to INTTRA from within the product – provides instant back-end connections to their customers
- First partner in India is Qualitime.

INTTRA's Mission Statement



ANL. It's Australian for Shipping.

The Premium Line



Our mission is to be the preferred e-commerce solution for ocean carriers and their customers around the world.

- We work with industry leaders to streamline and standardize their process.
- We specialize in applying our industry knowledge and e-commerce expertise in local markets.
- We operate as the trusted partner for e-commerce in shipping.



