

High Performance Liner & Agency Resource Planning System

SVM LRP/ARP © Liner & Agency Resources Planning System

Yield Management

Know expected margin early before shipment is accepted with our contribution margin calculator

TARIFF / RATE

Comprehensive tariff system for accurate rating of charges & surcharges based on the preferred routing and business rules

SLOT COST SIMULATOR

Plan and manage services to optimize port rotations with vessel at lowest slot cost using built-in Slot Cost Simulator

VESSEL TRACKING

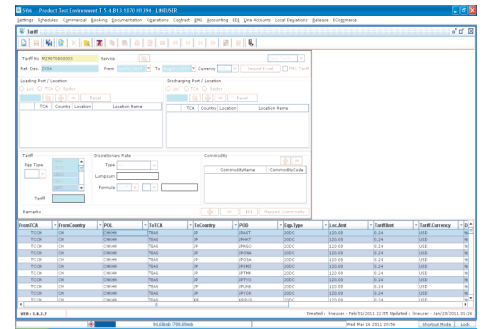
Gain visibility to vessel's position presented on the world map updated daily from Captain's noon report

Container shipping lines are increasingly under pressure to provide better visibility of shipment details and better service reliability as demanded by customers globally. The gloomy global economy outlook due to slow down in the US in the aftermath of US subprime crisis could translate into reduced demand in shipping capacity while vessels with larger capacity come into service putting further pressure on carrier. The rising fuel costs further dampen the already murky outlook.

To stay afloat and meet these and other challenges, carriers constantly need to innovate and realign their services for better service reliability, looking into ways to further reduce operating cost, streamline processes and rely on timely operation information. This gives the carrier the cutting edge on competition and help carriers overcome market fluctuations. The ability to analyze and make faster decisions help carriers take a pro-active approach which boosts the bottom line and makes asset utilization more efficient.

SVM LRP/ARP © is a fully web-enabled and integrated Liner & Agency Resource Planning system designed to help container shipping lines gain unprecedented visibility in their global operation whilst optimizing asset utilization and minimizing cost. The system is developed with J2EE technology on three tier architecture for robust and scalability in order to meet growing business needs.

The Agency Resource Planning modules are fully integrated with Liner Resource Planning modules giving the line unprecedented shipment visibility from origin to destination in a single user interface. It empowers you to plan, track, optimize and control your global business.



- **Rate & Tariff Management**

Approve rate requests with informed decision using contribution calculator for better shipment economics

- **Tender Management**

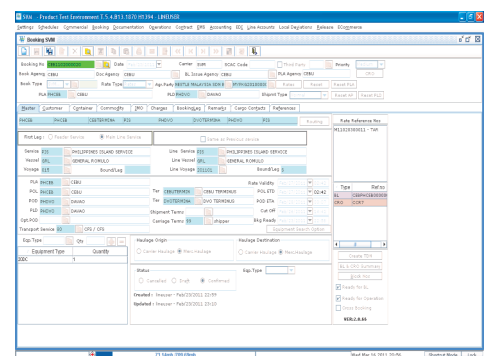
Evaluate and manage tender process for better yield management

- **Agency Management**

Seamless flow of shipment revenue and cost into Weekly Agency Reporting (WAR) and Disbursement module

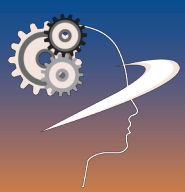
- **Shipment Order Processing**

Capture booking order with approved quote or special rate request and validate allocation to maximize revenue

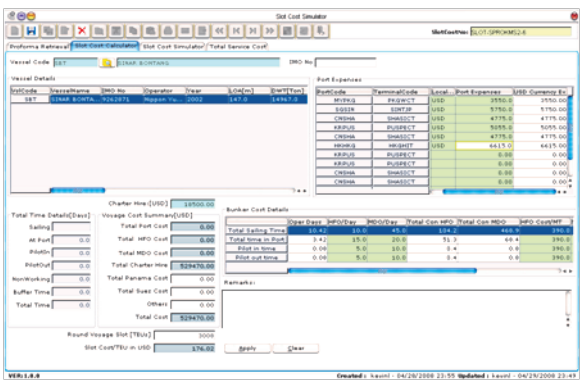


Technology

J2EE, JAVA Swing
JBOSS, MS SQL 2008

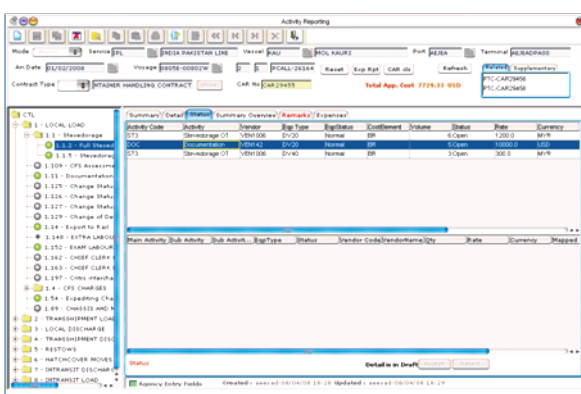


Features and Benefits

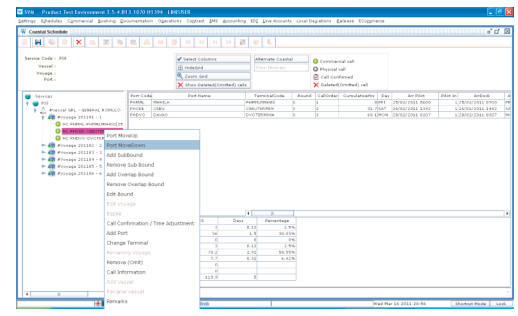


SVM LRP/ARP © has various built-in tools to help you manage the business more effectively for example, while planning new services, you can use the Slot Cost Simulator to calculate and simulate the impact of changing fuel & port cost, addition or omitting of port visit, off hiring vessel and replacing existing schedules with new vessel etc.

Carriage of goods from origin to destination involves ports from different geographical locations and cargoes usually land in destination location weeks if not months later. Using Activity Based Cost matrix to define predictable and unpredictable cost for land side cost for each port and linked the cost to vendor's contract, you can produce activity based cost reports as soon as the vessel leaves the port and accrue the cost to account giving you more timely financial reporting.



- **Bill of Lading Management**
Seamless integration of data flow from booking to bill of lading, minimizes data entry for speedy and accurate document processing
- **Revenue & Cost Management**
Seamless flow of shipment revenue and cost into Weekly Agency Reporting (WAR) and Disbursement module
- **Compliance Management**
Mitigate risk in cargo related accidents with hazardous cargo bookings validation against house rules and restrictions
- **Schedule Management**
Optimize service schedules for better services reliability. Generate long-term schedules based on the planned rotations and pre-calculated slot cost



- **Invoice and Collection Management**
Produce invoice prior to releasing the transport document and record the payment quickly to improve cash flow management
- **Equipment Management**
Track container activities globally with user definable statuses and rules for data validation
- **Financial Management**
Automate data entry into Line's books of accounting and gain in-depth financial analytics

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SCHEDULES

High performance scheduling generator to produce long term schedules

DATA EXCHANGE

High performance integration engine to exchange data with your partners using industry standard interfaces such as EDIFACT, ANSI X12 or XML message formats

REDUCE MANUAL TASK

Cut and paste shipping instructions from emails or external documents onto documentation, reduces typo errors and improves productivity

EQUIPMENT CONTROL

Management container imbalance with reposition optimization tool to reduce cost



Features and Benefits

“Utilization of vessel is not meeting targets and agencies are not fulfilling the allocations. Our top and bottom line result will be severely affected”

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CLAIMS MANAGEMENT

Process cargo and hull related claims with seamless integration of shipment data

MASTER DATA

Standardize coding of master data for better data quality and integrity

COST CONTROL

Match revenue to cost more accurately with industry's first ABC reporting with seamless integration to principal's accounting system

CAPACITY MANAGEMENT

Manage capacity allocation and monitor utilization based on actual and forecast

Overall demand for container shipping space will be affected due to changing economic conditions so shipping lines need to constantly monitor global events and make adjustment to capacity to meet changing market environment . SVM LRP/ARP © capacity management provides management tool to monitor the capacity utilization by gathering latest booking data and forecast by agencies around the world to give the line real-time view of the capacity thereby allowing the executive to make informed decision to better adjust capacity deployment.

- Inland Transport Management**
Schedule pick-up and delivery to meet customer's itinerary for better delivery management and manage vendor assignment

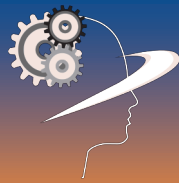
- Revenue & Cost Management**
Seamless flow of shipment revenue and cost into Weekly Agency Reporting (WAR) and Disbursement module

- Capacity Management**
Optimize capacity utilization and adjust allocation based on real-time data feed from agency booking and forecasts

- Claims Management**
Process cargo, hull, machinery and other claim notifications submitted by agencies real-time with data flow from documentation for cross verification of shipment details.

- Capacity Allocation**
Manage space allocation to agencies and adjust allocation for each voyage based on actual market demand and contribution factor to maximize revenue

Technology
J2EE, JAVA Swing
JBOSS, MS SQL 2008



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Planning

**LEASING CON-
TRACTS**

Control leasing request and track activities all within EMS to better improve utilization while reducing idle cycle

**REDUCE MANUAL
TASK**

Cut and paste shipping instructions from emails or external documents onto documentation, reduces typo errors and improves productivity

VENDOR CONTRACT

Maintain vendor contracts and link contracted cost to activity for more accurate estimation of pre-shipment and post-shipment cost

CLAIMS

Process cargo, container, hull & machinery and other claims

Features and Benefits



- **User definable business rules**
Define business rules from time to time to meet changing business environments while maintaining control over risk compliance
- **Modular and Scalable**
The system is integrated yet modular which means you can pick and choose which the modules to roll out and plug-in additional tools as your business grows giving greater flexibilities and manageability

- Gain unprecedented visibility to real-time shipment data, while optimizing routes for better operation efficiency
- Make informed decision faster, while improving shipment yield and maximize capacity utilization
- Unify shipment order management, routing management and customer experience under single platform with standard user interface, processes and enterprise reporting
- Achieve a lower total cost of ownership with a single source of support, service, and maintenance
- Obtain consulting and advice on business processes best practices from industry experts

System Requirements

Application Server

Intel® Xeon® Quad Core (8 CPU) / 8GB RAM
Windows 2003 Enterprise or SUSE Linux Enterprise
Server 10(x86 64) Version 10
JBOSS 4.0.2 App Server / Tomcat 6.0.14
JRE 1.5

Database Server

Intel® Xeon® Quad Core (8 CPU) x64 Server
16GB RAM / 200 GB Hard Disk
Windows 2003 Enterprise
MS-SQL 2005 Enterprise Edition

Client

Intel Core 2 Duo Processor
512MB RAM / 20GB hard disk
1024 x 768 Resolutions
Acrobat Reader, Browser & JRE 1.5



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