THE BUSINESS CHALLENGES

◆ Are the routes profitable?
◆ How quickly can the new route be generated?
◆ Are the revenue opportunities missed as the new service route is not updated into the booking portal?

The container shipping industry is always faced with the challenges of creating & maintaining network of routes, knowing the most profitable routes, optimizing vessels utilization, and enhancing customer service. Traditionally, creating, manipulating or deleting a service route requires a huge amount of organizational efforts and time. Most of the times these routes may not be optimized and profitable. Added to these challenges, non-availability of new or updated route catalogue on company’s e-commerce website will result in lost shipment opportunity for the carrier.

THE SOLUTION

SOLVERMINDS ROUTE NETWORK OPTIMIZER (RNO) system is designed to help the carriers address these challenges head-on. RNO is built on Solverminds decades of experience in developing cutting edge software for liner business and advanced optimization algorithms. The tool is a dynamic optimization engine that can rapidly generate all possible service routes and prescribe the most optimal routes based on the cost of route operation, connectivity, transportation time, contribution margin, and revenue opportunities.

The system is scalable, fast, and cater to any size of liner business. RNO is agile, accommodates changes made to the route parameters and user can generate multiple scenarios instantaneously with ease. The generated routes can then be updated into the service route catalogues easily with little or no human intervention.

PLAN OPTIMIZED ROUTES & SCHEDULES

IN 3 EASY STEPS

STEP 1
Enter the multiple port pairs and the vessel capacity restriction

STEP 2
Plan the Routes & Schedules

STEP 3
Find the best routes on a single click

TRULY INTEGRATED

RNO can be integrated with any of the existing operational systems. The data interchange can be made by using shipping industry standard EDI messages, RESTful web service with JSON data-interchange format or proprietary message formats. The integration to industry portal such as; INTTRA and GT Nexus are made available.
KEY BENEFITS

- Substantial manpower savings on creating and maintaining service routes
- Ease of updating service route catalogue and increase the booking opportunities
- Accuracy of available service routes at all times
- Quicker route network analysis, when service network revamp
- Supports optimal utilization of fleet capacity
- Increased profitability by reducing operations cost, fuel cost and transportation time

MERITS

- Simple to use and generate optimized service routes in just 3 steps
- Can be used as a standalone tool
- Integrate with the scheduler system to generate dynamic routes
- Simulation tool to analyze the impact of changing schedule and services
- Available as a service to other module such as; booking, customer rate agreement and special rate request

WHY SOLVERMINDS ROUTE NETWORK OPTIMIZER?

SOLVERMINDS Route Network Optimizer (RNO) makes it easy for user to maintain service route catalogues. It minimizes the chance of not having the updated possible routes, whenever new port pairs are available with introduction of new services. The powerful search engine can find the port pairs quickly and can be published as a service to other modules. Customer service representative can respond quicker to shipper’s enquiry and improve customer experiences by providing up-to-date service information, increase conversion rate from quote to book contributing to increasing vessel’s load factor and revenue to the carrier.
ABOUT SOLVERMINDS

- 15+ years of experience in offering innovative technology solutions for maritime industry
- 12000+ global ERP user based spread across 90+ countries, 65000+ e-commerce (booking portal) user base
- Customers include global leading shipping companies and agencies
- Next generation ERP - Optimization engines, predictive analytics, and big data
- Technology leadership - Cloud based ERP platform, on-mobile, and lowest IT cost

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