



# E Commerce



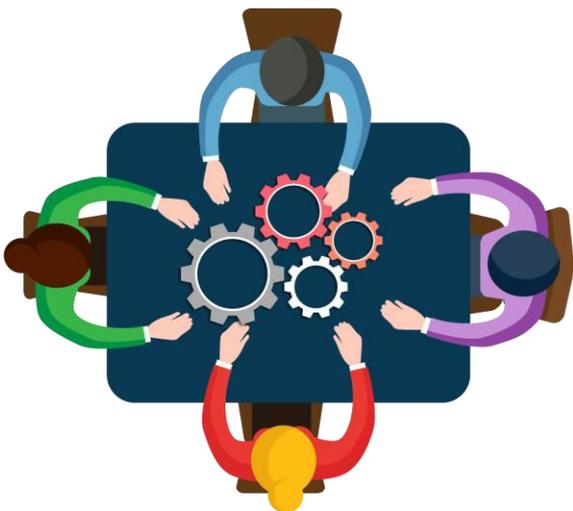
# 1. Introduction



In businesses around the world, e-commerce logistics represents the latest big driver of change in global business strategies. The concept of using a portal to effectively drive ecommerce has evolved substantially over the last couple years. eBusiness is now bringing to the table services that customers can access anywhere and at any time. It seems that shipping lines are only starting to grasp and develop the concept of how this “always-on” capability will influence and improve service delivery to their customers. More importantly, recognizing how they can deliver services

Yet somehow the shipping industry is still to take full advantage of the massive developments made within the e-commerce logistics world! A world where the shippers are becoming smarter and more aware of possibilities beyond just simple track and trace. Shippers are becoming more demanding and service hours are now stretched far beyond the business hours of the old days also it has to be secure, accurate, timeous, meaningful and available 24 X 7.

## 2. Challenges in E-Commerce



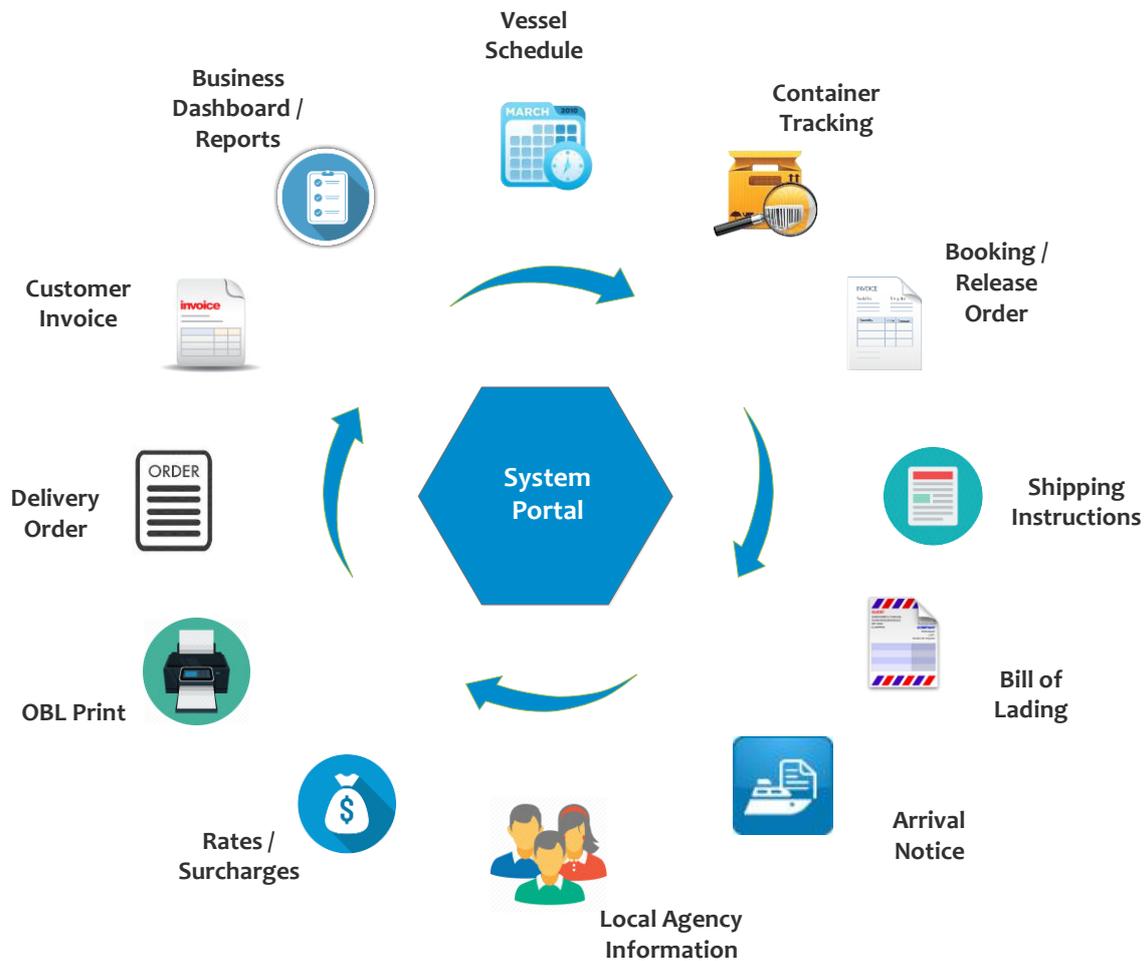
The challenges to achieve such an ambitious vision are by no means simple to achieve. One needs to base an effective ecommerce platform on sound technology which interfaces with all the processes that drive the full end to end shipping process. The system needs to provide a collaborative platform for shippers, consignees and container shipping lines to carry out shipment processes through an online portal. So the challenge is having the up-to-date information at the right time in the right place to drive key decisions like cargo bookings

But that is by no means the end of the challenge, an effective ecommerce platform also needs to support and drive all the subsequent processes and decisions that follow. This includes access to accurate invoicing to facilitate payments and cargo release. In other words, a simple efficient tool used in a productive way, leveraging cost based on the power of the internet and providing unprecedented supply chain visibility.

The real challenge in ecommerce comes when you realize you need to support the Shipper and his processes and not merely forcing or dumping the shipping lines processes on the shipper's desk. Features in an ecommerce solution also need to amply cater for the ability of the shipper to develop templates. This allows the customer to reduce rework time of similar bookings and shipping instructions, saving them time and resources.

## 3. What to Look for in E-Com?

The key factor is a solution that affords the shipper full access to fully integrated information supporting the various key business processes anytime anywhere. The key aspects that a system needs to present via a portal as functionality to support the import export shipping processes as seen from a customer's end to end point of view.



## 4. What E-Com Can Provide for liners?

1. Precise information visibility for advance shipment planning.
2. Transparency throughout the organization.
3. Anytime anywhere, submit booking request and receive confirmation.
4. Booking request for different cargos categories:
  - Standard containerized cargos
  - Reefer cargos
  - Hazardous cargos





5. Security and auditing of printing Original Bills of Lading.
6. Container/ Booking / Bill of lading Number – 24/7 tracking provision on single-click
7. Visibility to up to date tariff & surcharges.
8. Authorized access to view and print multiple documents (Invoices, Arrival Notices, DO, CRO)
9. Easy conversion of the information from various sources.
10. Provides a powerful and user-friendly dashboard.
11. Fast and easy shipment tracking through mobile devices
12. Online shipment document creation minimizes typo errors

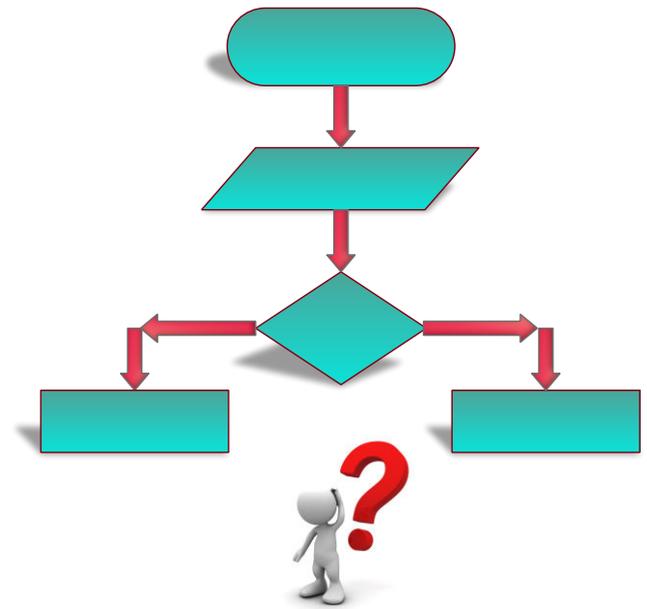
## 5. Benefits of E-Commerce

- The Shipping line would be available to their customer 24/7 365 offering their customer access to track and manage their cargo with the click of a button.
- Operating and running an e-commerce platform will reduce staff utilization, making them available to perform more critical functions that will show improved results on the bottom line.
- Opportunity to reach new markets condition.
- e-Commerce platforms can be setup to offer additional services. Potentially gain the shipping line additional volumes and revenue introducing a caption of a new service available with an improved transit time.
- Much higher level of intelligence about your customers behavior, likes, desires and enquiries. Giving the liner business visibility to customer query trends.
- With e-commerce you will have great data about your customer's behavior on your e-commerce platform.
- E-mail Marketing: With email marketing (executed properly) you have an extremely low cost method of continually driving traffic and awareness of new developments within the liner business, giving your customer a better opportunity to gain well needed information, previously not available to them.



# 6. Challenges

One of the challenges shipping lines struggle with is channel conflict. They perpetually grapple with how to balance letting shippers order services like booking cargo online via a self-service e-commerce website and having a direct sales force take shipper's bookings. It is inevitable that as shippers become more comfortable with transacting business online and the shipping line websites become more functional and convenient, more sales volume will shift online.



**You can't wait**

**Now is the time to move your shippers  
ONLINE**

# 7. What's Next?

## Adopt a Portal

Today companies are moving from content publishing portals to interactive platforms that enhance productivity. Enhancing efficiencies for both the client and the shipping line itself. Look for a Portal to enable new and better ways of working.



## Security Control

You need to take security seriously as you open your doors to business on the net. You want to avoid being vulnerable to security breaches and disorganized content. To achieve this, you need to set up the right governance. Achieving this on your own is not easy so finding a solution / portal that has the right security built into the integrated system is smart.

You need to also support and respond to user needs quickly. Otherwise, you run the risk that the portal won't deliver the full benefits of a true ecommerce solution and you run the risk that users on both sides will find other ways to support or build their own solutions.

## Monitor

In order to be best in class your company needs to deliver above par services. Finding out from the users which aspects of the portal they think are strong and which need improvement is vital for you to stay ahead in terms of superior service. You should use the feedback to drive the requirements mapping process and matching investments needed to deliver on their expectations.



## 8. Conclusion



Working with an e-commerce service provider like Solverminds where they have a matured reliable solution takes the risk out of a solution delivery as well as allows a shipping line to get to market in the shortest time with a fully integrated solution. Solverminds recognize e-commerce is now strategic to their clients and they are ready to assist and afford you the benefits of a best in class solution that will open your e-channel and grow your business.