TRADELENS FOR 3PLs

Service your customers proactively and reduce operational costs with timely end-to-end supply chain visibility and dynamic, digital document management.

Explore three use-cases that illustrate how TradeLens works specifically for 3PLs to improve your customer service, drive operational efficiencies and simplify customs clearance with next-generation digital document handling.

3PL USE-CASES:

PIONEER A NEW CLASS OF CUSTOMER SUPPORT

Delight your customer by improving the speed and accuracy of support response with live shipment events sourced directly from every supply-chain partner
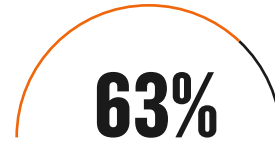
THE CHALLENGE

As international supply chains become more complex, trade regulations more dynamic and outsourcing of logistics the norm, the knowledge a 3PL provides is critical to their clients.
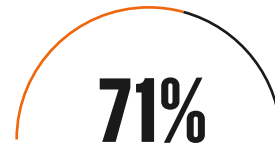
And with greater focus on customer service, 3PLs are looking for information tools for their sales and customer support teams that include greater shipment visibility and access to real-time data and analytics.

Resolving shipment inquiries and tracking freight quickly and accurately, bypassing laborious manual procedures customer service teams use today could offer opportunities for margin improvement.
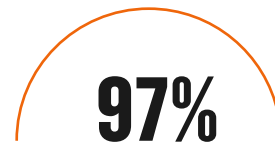
In this market, finding efficiencies and cost-savings simply can't wait. Competition is fierce and the first-mover advantage is real. New technologies have emerged that will provide solutions. Collaboration is key; so is trust.

63%

of shippers say that visibility was the most needed IT capability of their 3PL partner in 2018.

71%

of shippers say that 3PLs need real-time analytics for strong client relationships.

97%

of 3PLs say their in-house supply-chain management systems are not proactive.

PennState Smeal; Penske Logistics; Infosys; Korn/Ferry, 2018

THE TRADELENS SOLUTION

TradeLens is a secure platform that gives you timely end-to-end supply chain visibility and data direct from partners. These benefits extend to you and your trading partners and can be the difference your teams need to respond quickly to customers.

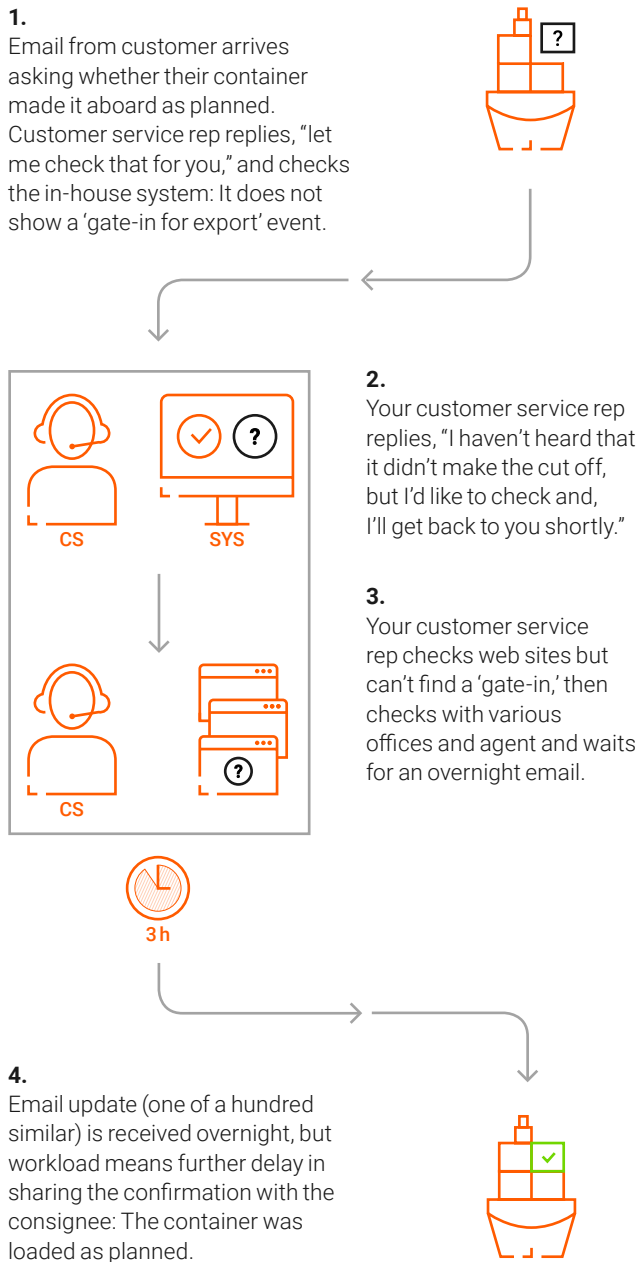| WHAT YOUR TEAM NEEDS TO DO	HOW TRADELENS CAN HELP
Consignment visibility control Locate your customer's consignment with a view of where it is compared to its transport plan.	Access carrier and 3PL transport plans with end-to-end shipping milestones and updated, versioned documents on a single, secure platform.
Stay informed of shipment status Gather the latest status updates from the multitude of parties to a shipment and relay to your customer.	All permissioned parties to a shipment can access more than 120 shipment events and document updates, communicated directly from the source.
Preempt transport plan challenges Keep the customer's priorities your own, and identify likely exceptions to the planned shipment milestones while keeping an eye on time sensitive cargo.	Proactively manage exceptions with estimated, planned and actual milestone notifications that immediately publish associated data via API.
Manage the document flow Review the status of the critical shipping documents to advise your customer on progress and any actions needed to maintain required delivery date.	Securely collaborate and share documents with supply-chain partners using blockchain-powered version control. Authorized parties to any shipment can immediately see when changes have been made, and by whom, along a shipment journey.
Be proactive Provide your customer with live updates as required. When exceptions occur, be prepared with solutions for your customer.	Locate shipments using booking, equipment, bill of lading and client reference numbers and be notified of changes to transport plans and shipping documents.

KEEP YOUR CUSTOMERS INFORMED WITH PLANNED, ESTIMATED AND ACTUAL EVENTS FROM MULTIPLE PARTIES

A consignee contacts you and asks whether their container made the departure cut off and is onboard the vessel.
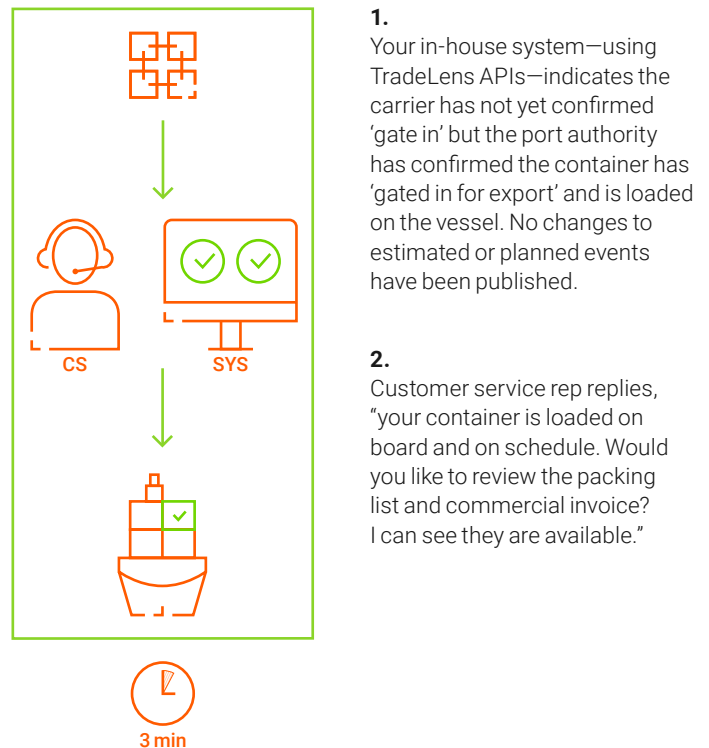
Today, the process of confirming the status of the consignee's shipment can be cumbersome and time-consuming.

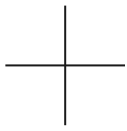**Now let's see how TradeLens helps you help your customer:**

1.
Email from customer arrives asking whether their container made it aboard as planned. Customer service rep replies, "let me check that for you," and checks the in-house system: It does not show a 'gate-in for export' event.

CS

SYS

2.
Your customer service rep replies, "I haven't heard that it didn't make the cut off, but I'd like to check and, I'll get back to you shortly."

3.
Your customer service rep checks web sites but can't find a 'gate-in,' then checks with various offices and agent and waits for an overnight email.

CS

3 h

4.
Email update (one of a hundred similar) is received overnight, but workload means further delay in sharing the confirmation with the consignee: The container was loaded as planned.

CS

SYS

3 min

1.
Your in-house system—using TradeLens APIs—indicates the carrier has not yet confirmed 'gate in' but the port authority has confirmed the container has 'gated in for export' and is loaded on the vessel. No changes to estimated or planned events have been published.

2.
Customer service rep replies, "your container is loaded on board and on schedule. Would you like to review the packing list and commercial invoice? I can see they are available."

IMPROVE PRODUCTIVITY AND BOLSTER YOUR BOTTOM LINE

Increase operational efficiency and customer relations using enterprise-grade information management tools
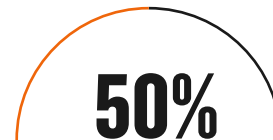
THE CHALLENGE

In a rapidly changing digital world, 3PLs strive to create and deliver better customer experiences for their clients. Customer acquisition and retention, as well as new product offerings require robust systems, processes and imagination.

The logistics industry constantly strives to create operational processes that improve productivity and efficiency but must avoid replicating today's problems in a digital space.
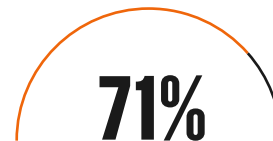
In a world where data is becoming the cornerstone of business, controlled, permissioned access to secure and immutable information is essential. Managing data without sophisticated software is hampering industry growth.

Digital workflows based on ultra-secure cloud and blockchain technology offer a powerful new way for 3PLs to make use of supply chain data, leading to operational efficiency which will ultimately benefit shippers.
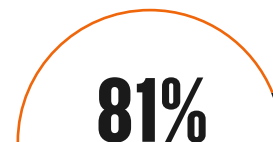
Material Handling and Logistics, 2019; The State of Logistics Outsourcing, 2019

50%

of 3PLs cite the continued need to decrease operational costs and improve profit margins.

71%

of 3PLs believe improving process quality and performance is the most important element for their customers

81%

of 3PLs say collaborating with other companies, even competitors, can achieve logistics cost and customer service improvements.

THE TRADELENS SOLUTION

TradeLens is a secure platform providing you timely end-to-end supply-chain visibility and blockchain verified documentation management. These benefits extend to you and your trading partners and can be especially valuable to operations teams seeking innovative ways to reduce costs or improve performance.

WHAT YOUR TEAM NEEDS TO DO

Ensure file management for profit
Reduce unforeseen costs, identify providers with the best cost/service balance to maximize margins on each file.

Manage the documentation flow
Confirm the status if shipping documents are within transportation plan KPIs to limit delays.

Be proactive in system updates
Ensure systems are updated as soon as exceptions occur, allowing other departments to act in the interest of the customer.

Ensure security of documentation data
Ensure the right documents are visible to the right parties to a shipment. Have strong processes in place for version control and auditability of documents.

Improve system integrations
Implement new clients that require data integration. Create multiple peer-to-peer EDI feeds that require reliability testing and continuous maintenance.

HOW TRADELENS CAN HELP

Proactively manage exceptions with estimated, planned and actual milestone notifications that immediately publish associated data via API.

Access more than 120 shipment event types, communicated directly from the source, including document updates and planned, estimated and actual transport milestones.

Get instant notification of new documents uploaded to TradeLens and immediately publish associated data via API feeds.

TradeLens permissions strictly and securely control who can view, publish and subscribe to shipment-specific data. A digital audit trail of shipment events flags all document changes and simplifies compliance management.

Use open-standard APIs with real time data transfer between supply chain participants via publish, subscribe, query and share functions. Or map and automate EDI feeds and other data formats from existing infrastructure to TradeLens.

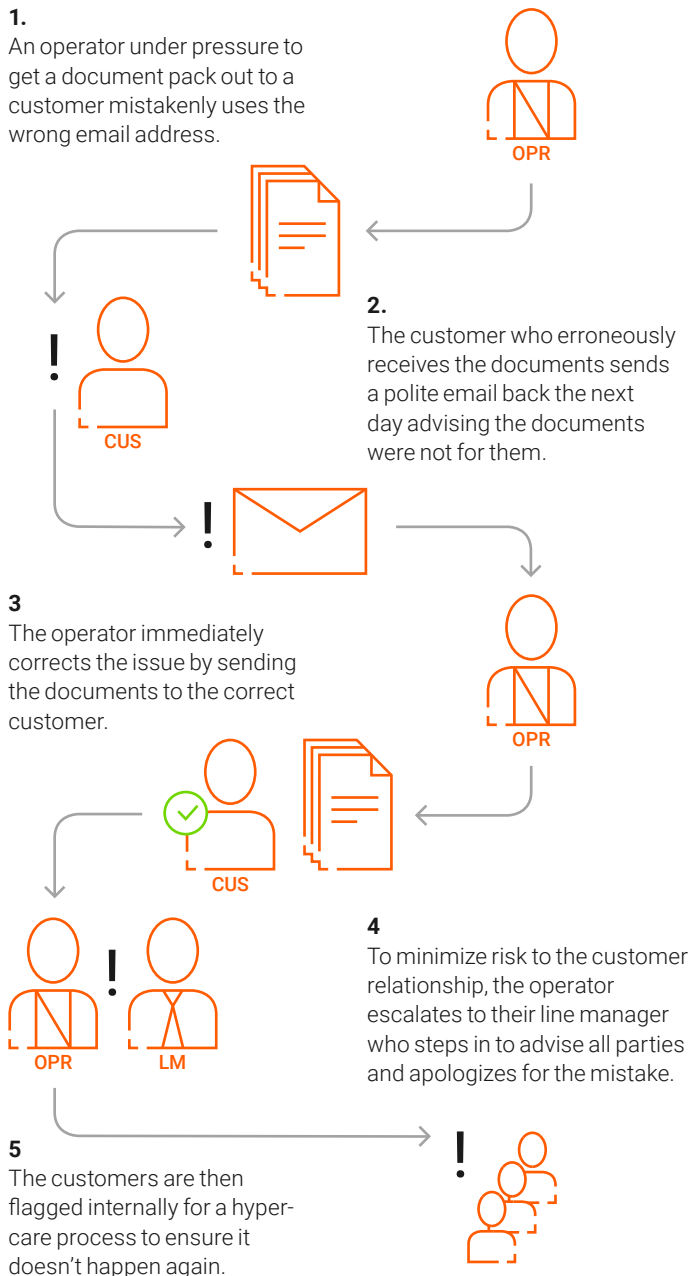# ENSURE SENSITIVE SHIPPING DOCUMENTS ARE SHARED ONLY WITH THE RIGHT PARTNERS

Your operations team is handling hundreds of customers and versions of their documents every day. Your focus is on operational efficiency.

Today, an operator in your department can send shipping documents to the wrong customer. This can compromise your relationship with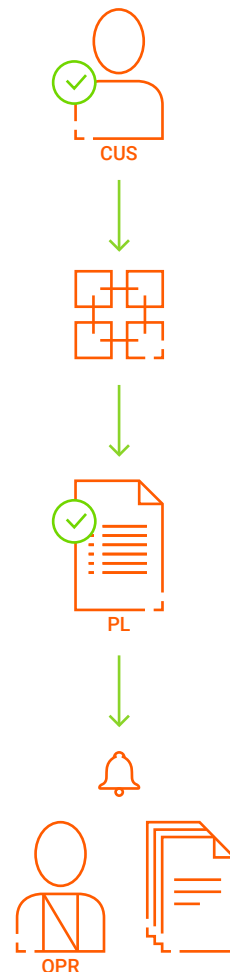 the customers involved because of poor handling of sensitive commercial data and the resulting delays in communication.

Now, let's take a look at how your operations team can use advanced data permission models to improve workflow processes and minimize costly mistakes.

WITH TRADELENS

1.
An operator under pressure to get a document pack out to a customer mistakenly uses the wrong email address.

OPR

2.
The customer who erroneously receives the documents sends a polite email back the next day advising the documents were not for them.

CUS

3
The operator immediately corrects the issue by sending the documents to the correct customer.

OPR

CUS

4
To minimize risk to the customer relationship, the operator escalates to their line manager who steps in to advise all parties and apologizes for the mistake.

OPR   LM

5
The customers are then flagged internally for a hyper-care process to ensure it doesn't happen again.

1.
Using the TradeLens platform with a robust sharing permissions structure, documents are only visible to authorized parties, eliminating the risk of operators mistakenly sharing sensitive information.

CUS

2.
The notification capability of TradeLens can be accessed to alert operators when documents are uploaded from other parties, reducing the workload for chasing documents.

PL

OPR

SIMPLIFY THE CUSTOMS DECLARATIONS PROCESS

Move to a fully digitized process and leverage upstream visibility with permissioned document sharing and dynamic structured data
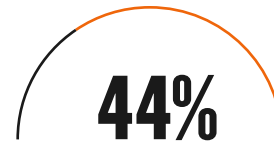
THE CHALLENGE

The import and export of goods around the world is a hugely valuable economic process that drives growth and prosperity. In 2017, the EU imported €1858.6 billion worth of goods, and exported €1879.2 billion.

Facilitating the smooth movement of cargo shipments through customs and across international borders requires the coordination of numerous parties to shipments.
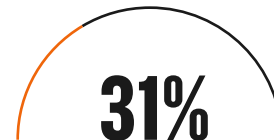
Delayed commercial paperwork can frustrate the job of expediting a quick and efficient clearance process. The variable IT systems and processes used by brokers' customers mean that document visibility is often limited and proactive measures are rarely possible.

Highly secure sharing of digital shipping documents and their structured data will enable customs brokers to confidently expedite the filing and processing of their customers' shipments.

44%
the potential reduction in the time it takes to process shipments for export if paper-based documentation is digitized.

31%
Estimated reduction in export costs by digitizing Asia-Pacific region's trade-related paperwork.

$257 BILLION
The value of increased exports in Asia-Pacific if paper-based export processes are digitized.

Economist, 2018

THE TRADELENS SOLUTION

TradeLens simplifies declaration workflows with upstream visibility and structured and unstructured shipping documents available to authorized parties to every consignment.

WHAT YOUR TEAM NEEDS TO DO

Prepare clearance data sets
Gather and validate customs declaration data sets and verify supporting documents from multiple parties. Capture updates and prepare new data sets for customs clearance, potentially multiple times.

Clear consignments quickly
Expedite the customs clearance process in the most efficient way while maintaining compliance standards.

Mitigate risks
Reduce the risk of handling forged or fraudulent documentation.

Maintain auditable documents
When handling multiple versions of documents and variable data sources, maintain a strict data and document management process for customer and compliance audits.

Provide visibility to clients
Give your customers timely updates on the status of their consignment with regard to documentation and the customs clearance milestones.

HOW TRADELENS CAN HELP

Access and use structured documents with rich data which can be readily searched for, found, analyzed and interpreted. Link data fields common to multiple structured documents to reduce keying errors and improve data quality.

TradeLens gives you visibility over all of your shipments' events and flags document changes with a clear digital audit trail to simplify compliance management.

Rely on and advanced permissions model that controls who has access to publish and subscribe to data for any given consignment. Each time a document is edited or uploaded to the TradeLens platform, a new version of the document is added to the document store, identifying when and who has updated it.

Securely collaborate and share documents between supply-chain partners using blockchain-powered version control. Authorized parties to any shipment can immediately see when changes have been made, and by whom, along a shipment journey.

Access more than 120 shipment event types, communicated directly from the source, including document updates and planned, estimated and actual transport milestones.

OFFER GREATER RELIABILITY THROUGH THE CLEARANCE PROCESS USING DYNAMIC, STRUCTURED DATA
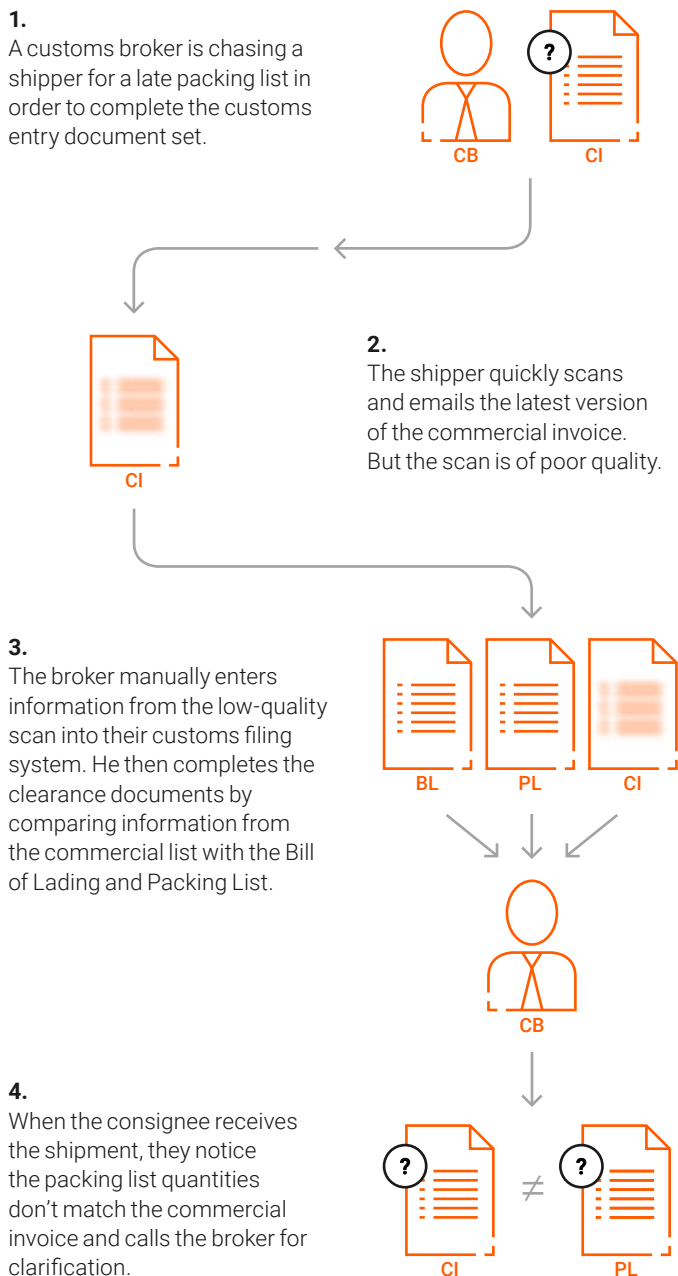
A customs broker is handling a customer's consignment and needs to access various documents in order to quickly complete a declaration filing.

Today, valuable data is locked in paper or unstructured documents that often needs to be re-keyed into a system for use.
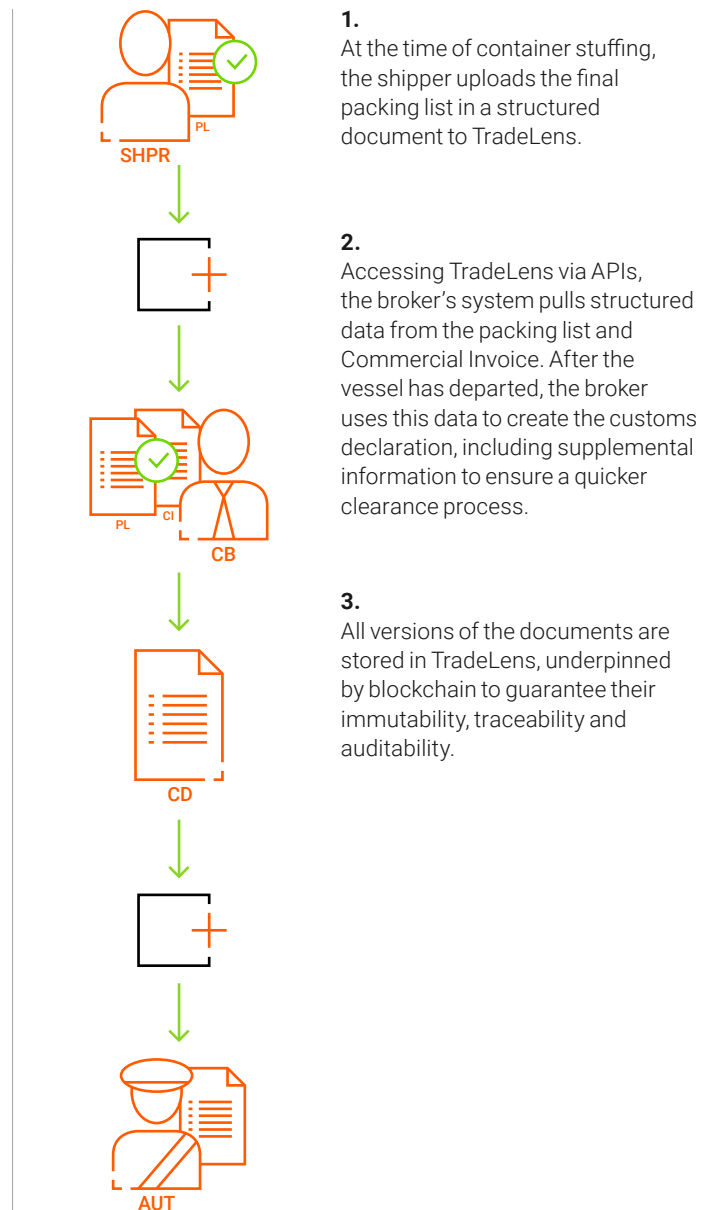
The process of chasing down documents and then manually updating systems is time consuming and error-prone.

Now let's take a look at how TradeLens structured document data can improve workflow processes:
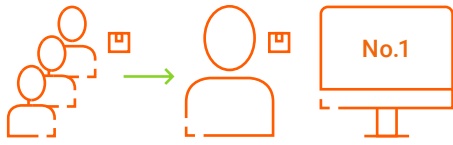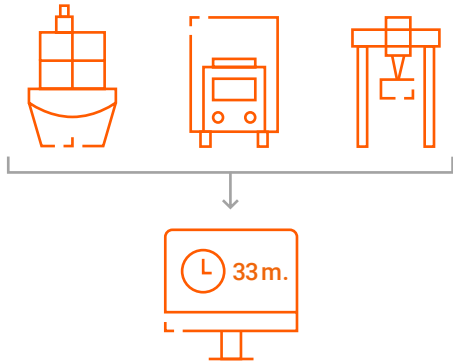
TODAY

1.
A customs broker is chasing a shipper for a late packing list in order to complete the customs entry document set.

CB **CI**

2.
The shipper quickly scans and emails the latest version of the commercial invoice. But the scan is of poor quality.

CI

3.
The broker manually enters information from the low-quality scan into their customs filing system. He then completes the clearance documents by comparing information from the commercial list with the Bill of Lading and Packing List.

BL **PL** **CI**

CB

4.
When the consignee receives the shipment, they notice the packing list quantities don't match the commercial invoice and calls the broker for clarification.

CI ≠ **PL**

WITH TRADELENS

1.
At the time of container stuffing, the shipper uploads the final packing list in a structured document to TradeLens.

SHPR
PL

2.
Accessing TradeLens via APIs, the broker's system pulls structured data from the packing list and Commercial Invoice. After the vessel has departed, the broker uses this data to create the customs declaration, including supplemental information to ensure a quicker clearance process.

PL **CI**
CB

3.
All versions of the documents are stored in TradeLens, underpinned by blockchain to guarantee their immutability, traceability and auditability.

CD

AUT

IN PRACTICE

In a recent pilot, a 3PL using TradeLens found they were able to significantly improve their ablity to effectively respond to the question, "Did the vessel leave yet?", reducing their staffing from ten steps and five people to **one step and one person**.

TradeLens saved the 3PL an average of **33 minutes** of emails, phone calls and manual EDI entry—per shipment. That translates to a savings of more than $100,000 over the course of handling thousands of shipments each year. It also free's up your best staff to focus on higher value customer engagement.

WITH TRADELENS YOU CAN

+ Trust you have a live, detailed view of the precise whereabouts of your customer's consignment.

+ Be confident that you are providing accurate updates to your customers with data direct from their source.

+ Proactively support your customers and with access to secure, authenticated information and key shipping documents.

Contact your IBM or Maersk sales rep today to find out how you can increase productivity, cut down on query response times and drive greater customer satisfaction.

Or, reach out to us directly at www.tradelens.com/connect