



What are the main effects of the current global economic situation on INTTRA and how are you responding to it?

During a recession, the trend to automate and streamline operations and shift to advanced technology e-commerce platforms, such as INTTRA, who has seen significant growth over these past years, will continue. Forward looking companies in the global logistics industry know that the best approach to difficult economic times is not to cut costs across the board, but to invest in an assessment of their cost structure and create a strategy for success involving migration to lower cost, high value IT platforms and solutions to reduce operating costs and simplify business processes.

In addition to this we see a wave of innovative IT investment in global ocean shipping as companies evaluate their cost reduction planning models and strategies for greater organisational success. Now more than ever, cost reduction pressures due to the downturn will act as a catalyst to induce IT investments and strategies that will favour shared low cost e-commerce platforms rather than proprietary systems.

INTTRA's overall growth, and sales growth of 130% over the past three years, suggests the impression that more companies in shipping and logistics are moving more of their business transactions online. Do you think we have reached the stage where increased use of e-commerce solutions is considered standard business strategy among shipping and logistics companies?



What does the recession mean for application of e-commerce solutions in the movement of goods? *Supply Chain Asia Magazine* gets some perspectives from Ivan Latanision, vice president, Product Management, at INTTRA

Although there are still holdouts processing documentation manually, via fax and spreadsheets, yes, I do believe that the industry as a whole sees the incredible benefit of digital information to optimise ocean supply chain processes, improve business intelligence and velocity of transactions. We're seeing the tipping point where the "e" in e-commerce stands for "everyday" and is becoming the standard way of doing business, rather than the exception. Carriers and their customers are exploring ways to increase and better apply e-commerce strategies to increase efficiencies and improve collaborative relationships.

We will keep pace with the changing ocean shipping and logistics market to provide innovative, Web-based, accessible low-cost e-commerce tools to alleviate the inefficiencies of time consuming, labour intensive business processes.

e-solutions



“INTTRA foresees a wave of innovative IT investment in global ocean shipping as companies evaluate their cost reduction planning models and strategies for greater organisational success.”

What do you think are the implications of e-commerce for the big underlying trends in supply chain, shipping and logistics at the moment, such as, for instance, creating more sustainable businesses?

The aim to reduce carbon emissions in today's global supply chains will be achieved by improvements to a wide range of market variables. E-commerce's contribution to the greening of the supply chain is its ability to improve workflow efficiencies, saving time, money and resources. As a company boosts efficiencies in their global supply chain they are helping to create a more sustainable business.

Another supply chain trend is the need for increased collaboration with trading partners for better global supply chain management. Due to today's economic pressures and longer supply chains, global shippers require increased visibility and data to quickly respond to unexpected issues, reduce risk and increase operating efficiencies. Our vast multi-carrier data stream, representing more than 10% of global ocean container trade, is uniquely positioned to provide high quality digital data, a technology infrastructure for critical trading partner collaboration, data sharing, and improved business workflow.

Is Asia forward thinking when it comes to the possibilities of e-commerce? How are your products being received, for instance, in important emerging sourcing markets such as Vietnam and India?

The Asia-Pacific market embraces multi-carrier e-commerce and adoption of the INTTRA e-commerce platform continues to be tremendous. We saw 50% growth in Asia in 2008.

We have local offices in key markets

and continue to expand. In September 2008, we expanded operations in China with the opening of our first international headquarters in Hong Kong. Local offices are located in China, India, South Korea, Indonesia, Vietnam, Australia, and New Zealand. Creating customised tools to serve the needs of local Asia markets has also supported our growth in the region. In China, we created a customised e-commerce tool, INTTRA Shipping Order, to meet the detailed process of the China market.

In emerging markets, such as Vietnam and India, we are providing low-cost access to advanced technology and are helping to build the IT infrastructure. Our ability to connect trading partners with a range of connection options is especially important and has fuelled growth in countries such as India, because interconnectivity with partners there is limited.

Can you tell us a bit about your partnership with SZEDI in southern China? What are the advantages of the partnership?

In 2008, we partnered with SZEDI, one of the largest port information centres in China, to automate and standardise ocean shipping business processes across our multi-carrier network, and to receive status information on containers. SZEDI is authorised by the Shenzhen Government to provide EDI and value-added services including logistics information, customs electronics declaration and e-commerce services. The partnership provides the Shenzhen port community, through a single connection, automated, standardised ocean shipment processes across a multi-carrier network streamlining workflow and increasing access to trading partner data.

7. It has always been difficult to quantify the gains of e-commerce and convince people of those gains. Clearly this is something you have had to contend with, and you recently undertook a new study in the area. Can you tell us about the findings of this study, and whether there was anything in there that surprised you?

In 2008, we commissioned a study with Professor Seth Sanders of the Department of Economics and the Terry Sanford Institute of Public Policy at Duke University. The study analysed the stock price return of 39 publicly traded companies that implemented the INTTRA Global Shipping Platform (the "INTTRA

39") for their shipping needs between January 2002 and April 2007. The performance of the INTTRA 39 was compared to relevant groups of publicly traded companies that didn't implement the Global Shipping platform.

The findings of this statistical analysis indicated that the stock price of the INTTRA 39 rose 0.5% to 0.6% per month more than the comparison groups in the 5 to 69 months following the adoption of the INTTRA Platform.

The study validates the economic value of e-commerce and more importantly the value of INTTRA. Professor Sanders' findings clearly demonstrated that enterprises which utilise e-commerce outperform those who don't through increased efficiency, velocity and business intelligence.

What can we expect from INTTRA over the course of 2009?

Our primary focus will continue to be increasing efficiencies and lowering costs with standardised global e-commerce tools for ocean shipping. We will invest in our portal solutions to improve efficiency and velocity of transactions for our customers, while developing new tools that give our customers the business intelligence that helps them improve performance in a measurable, sustainable and controllable way.

In addition, we look forward to announcing in 2009 INTTRA's next wave, designed to expand use of our vast digital e-commerce network, by offering flexible access, with more choices. ■

