



INTTRA LINK SOLUTION

CASE STUDY

Mallory Alexander International Logistics is a global company providing integrated transportation solutions to a wide array of customers. The Company's network extends worldwide and its diverse customer base ranges from hi-tech shippers in the electronic and medical fields to shippers of general commodities such as paper, lumber and cotton.

Challenge

In 2002, the logistics industry was changing and like most of the world at that time documentation was moving to electronic formats. The key to a successful forwarding operation was speed and accuracy regarding documentation. INTTRA offered Mallory Alexander a collective approach to the carriers in standardizing transmission of data for bill of lading masters and release. With leading carriers such as Maersk, Hapag Lloyd and MSC already on-board with INTTRA, the benefits were clear. Mallory Alexander became one of the first freight forwarders to champion EDI submission and release of documents through INTTRA. Mallory also worked with INTTRA to lead the exporting industry in on-line bookings and tracking of carrier status information.

INTTRA Solution

In order to meet industry demands and compliance regulations, Mallory Alexander turned to INTTRA to provide an efficient and accurate electronic data submission and document release program that leveraged the INTTRA carrier network. The INTTRA solution offered Mallory a comprehensive approach to a multitude of carriers and provided efficiency, speed and accuracy to Mallory's documentation process. INTTRA's global customer service team, industry expertise and platform offered an end-to-end solution and set of resources to Mallory. INTTRA and Mallory have worked closely to push forward increased efficiencies in the tracking of qualified bookings throughout the shipping documentation process from the onset until completion of the final bill of lading.

Over the course of 12 months, Mallory Alexander worked with INTTRA to roll out its e-commerce solution across its global offices and to evangelize the pressing need for shippers and freight forwarders to adopt e-documentation in order to meet industry compliance regulations and to maintain proper shipping records.

We are proud of our work with INTTRA and value the Company as an industry partner. INTTRA's relationships with the carrier community and continued dedication to an innovative product set have provided us with the capabilities to meet the needs of our international customer base and to continue to meet our objectives as a corporation.

– Donna Lemm, Director of Business Processes Mallory Alexander International Logistics



CHALLENGE

In order to meet industry demands and compliance regulations, Mallory Alexander needed an efficient and accurate electronic data submission and document release program.

SOLUTION

The INTTRA solution provided Mallory with a collective approach to the carriers in submission of electronic data for bookings and bill of lading masters in turn offering efficiency, speed and accuracy throughout the shipping process.

RESULTS

INTTRA is now deployed across all 19 global offices for Mallory Alexander. The two companies continue to collaborate, providing an industry voice to the needs of reporting and maintaining accurate e-documentation.



Value Created

Six years later, INTTRA is now deployed across all 19 global offices for Mallory Alexander. The two companies continue to collaborate, providing an industry voice to the needs of reporting and maintaining accurate e-documentation. Through this partnership, Mallory Alexander has benefited internally from the accurate and immediate reporting that e-commerce solutions provide.

Learn More

For more information on how INTTRA can help you streamline your shipping documentation business process, contact your INTTRA Sales Representative or access other collaterals by clicking on "Resource Center" at www.intra.com.

About INTTRA

INTTRA, founded in 2000 and headquartered in Parsippany, N.J., is a leading global provider of e-commerce solutions to ocean carriers and their customers. INTTRA professionals work with customers to streamline and standardize their shipping processes, applying their e-commerce knowledge of the shipping industry for customers in markets worldwide.

INTTRA's e-commerce platform offers a comprehensive range of e-commerce tools, including: Tender, Sailing Schedules, Booking, Shipping Instructions, Bill of Lading, Track & Trace, and Reports. Accessing the INTTRA platform is simple, using any combination of their channel solutions: INTTRA-Link (EDI-based, system-to-system connection), INTTRA-Desktop (off-line PC application), or INTTRA-Act (web-based application).

INTTRA's carrier network includes, Alianca, ANL, CMA CGM, CSAV, CSAV NORASIA, Deutsche Afrika-Linien, Emirates Shipping Line, Hamburg Sud, Hanjin Shipping Co., Hapag-Lloyd, "K" Line, Libra, Maersk Line, MCC Transport Pte Ltd., MISC, Mitsui O.S.K. Lines, MSC Mediterranean Shipping Company S.A., NYK Line, Safmarine, Senator Lines, United Arab Shipping Company.