



INTRTRA LINK SOLUTION

CASE STUDY

DHL, a Deutsche Post World Net company, is the global market leader of the international express and logistics industry offering express, air and ocean freight, overland transport, contract logistics solutions as well as international mail services. Its international network links more than 220 countries and territories with some 300,000 dedicated employees worldwide.

As part of the DHL companies, DHL Global Forwarding is the international market leader in the air and ocean freight business.

The history of DHL Global Forwarding is the history of its integrated companies, among them Danzas, Air Express International, ASG, to name a few. With Danzas, the origin of the company dates back to 1815, when Louis Danzas started working for a transportation company moving goods by horse and cart between France and Switzerland. Today, DHL Global Forwarding is comprised of close to 29,000 employees in over 150 countries and territories and over 810 locations.

Business Challenge

DHL Global Forwarding began reviewing opportunities on how to streamline its forwarding processes several years ago and at the same time its global office infrastructure demanded consistent and accurate records of all shipments. INTRTRA, with its strong ties to the carrier community, its international presence and its extensive technical support, was considered and later engaged to support and facilitate an e-commerce platform to process shipping instructions to the shipping lines.

INTRTRA Solution

DHL Global Forwarding enlisted the use of INTRTRA Link, an integration service that offers customers with a high volume of shipping transactions, the option of using XML or EDI to link their systems with carriers.

Only one integration to INTRTRA was required to take advantage of the multiple XML and EDI connections between the INTRTRA platform and its carrier partners – saving money and time in managing and maintaining multiple high speed direct connections.

With integration teams located around the world and hundreds of successful integrations completed, the INTRTRA experts provide e-commerce know-how, insight into its carriers' systems and knowledge into local market needs.

DHL Global Forwarding (North America) rolled out the Link product in May 2007 and was fully integrated by June 2007 – no mean feat.

The company as a whole now has 200 offices across the globe processing shipping instructions as well as bookings through INTRTRA with the total transactions processed to date exceeding 450,000!



CHALLENGE

DHL Global Forwarding needed to streamline its forwarding processes while at the same time maintain consistent and accurate records of all shipments across its global offices.

SOLUTION

DHL Global Forwarding enlisted the use of INTRTRA Link, an integration service that offers customers with a high volume of shipping transactions, the option of using XML or EDI to link their systems with carriers.

RESULT

DHL Global Forwarding now has 200 offices across the globe processing shipping instructions as well as bookings through INTRTRA with the total transactions processed to date exceeding 450,000!



Value/Results

Prior to implementing the INTRRA portal solution, the process had many manual and traditional elements, communicating shipping instructions to the carrier by means of scanning, e-mailing, faxing, etc.

Thanks to the INTRRA portal service portfolio, these conventional methods have been replaced by a fast and more efficient process with great productivity gains due to working in a paperless environment.

All information is now current and available in real-time with a higher degree of carrier Bill of Lading accuracy and allowing staff to focus on more business critical activities.

“As the market leader in logistics, it is absolutely critical that we understand and proactively support the evolution not only towards a paperless environment but also towards enabling information flow, visibility and transparency of the cargo flow for the benefit of our customers. INTRRA has been and continues to be an integral partner and solution provider for DGF in this respect.”

Andreas Krueger, Head of Global Operations, Ocean Freight at DHL Global Forwarding

Learn More

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

About INTRRA

INTRRA, founded in 2000 and headquartered in Parsippany, N.J., is a leading global provider of e-commerce solutions to ocean carriers and their customers. INTRRA 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.

INTRRA'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 INTRRA platform is simple, using any combination of their channel solutions: INTRRA-Link (EDI-based, system-to-system connection), INTRRA-Desktop (off-line PC application), or INTRRA-Act (web-based application).

INTRRA'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.

