



FNC DELIVERS CUSTOMER VALUE WITH INTTRA BL DATA SERVICE

CASE STUDY

Background

The Forwarder Network Center (FNC), an alliance of Yangjae Information Technology Company and Korea Biz-net Co., Ltd., develops freight-forwarder software for the Korean market. FNC relies on technology to provide the most advanced products and services to its freight-forwarder and 3PL customers that manage ocean freight for some of the world's most sophisticated and demanding manufacturers, including Hyundai Motor.

To maintain its position as a technology innovator, FNC relies on its relationships with alliance partners (such as INTTRA) to enhance and complement its software with value-added products and services. FNC customers that have benefited from their partnership with INTTRA include Glovis, the sole forwarder for the Hyundai / Kia Automotive Group, and Hansol CSN, managing logistics services for major manufacturers including Samsung Electronics, LG Electronics and Hanuk Paper.

FNC's freight-forwarder customers face increasing distribution costs associated with the movement of cargo by their ocean carriers. Despite the longer in-transit times for ocean moves compared to air freight, FNC's customers increasingly need to support "just in time" manufacturing cycles for all shipments – both ocean and air freight. To meet the demanding requirements of "just in time" manufacturing, FNC customers increasingly demand electronic access to precise shipment details. The shipment details needed include: time and place of delivery, container and seal numbers, precise cargo descriptions, marks and numbers, number of packages, weight and volume by cargo, and location of cargo within each container. Further, FNC's customers need to receive this shipment detail **at or close to vessel departure**, which is typically several weeks prior to delivery. Electronic access to these shipment details ensures proper distribution planning, coordination with local transportation providers, warehouse planning, and advanced notifications to customers.

Previously, FNC customers experienced higher costs and error rates due to re-keying these shipment details from fax copies of carrier Bills of Lading (B/Ls). Now, FNC customers avoid these extra costs and unnecessary errors by accessing the data electronically via INTTRA.

Forwarder Network Center

i-LINK **BL**

CHALLENGE

In the highly competitive market for freight-forwarder software, FNC must stay ahead of industry trends and continuously improve its products and services to attract customers and maintain its competitive edge.

SOLUTION

With innovative bill-of-lading (B/L) data feeds from INTTRA, FNC is providing added value for its customers and lowering costs. FNC customers have advanced electronic access to B/L data which improves distribution planning and avoids distribution errors.

RESULTS

- FNC customers began seeing cost-savings almost immediately by avoiding the costs and delays associated with re-keying of shipment data and through timely receipt of standardized BL data from all participating carriers.
- FNC customers access B/L data electronically, prior to delivery of the goods, allowing them to streamline and automate distribution planning before vessel arrival and reducing distribution planning errors.
- FNC cut its operations and maintenance costs with just one BL Data connection via INTTRA, rather than separate connections with each participating carrier.

INTTRA®

INTRTRA's I-LINK BL Data Solution

By partnering with INTRTRA to capture B/L data from participating carriers electronically, FNC provides added value to its customers and lowers costs. As the leading portal for the ocean-shipping industry, INTRTRA offers a single electronic connection to many of the world's leading ocean carriers. This single connection supports a broad spectrum of functionality, including electronic bookings and B/L instructions, status events, vessel schedules, and B/L data. Through i-LINK BL Data Service, INTRTRA captures complete shipment details electronically at the exact time the carrier issues the B/L.

Because carriers generate B/L data within a day or two after vessel departure, INTRTRA is able to capture and forward complete shipment details in EDI or XML format to FNC **weeks before the cargo is delivered** at its final destination. FNC makes this data available to its customers via the FNC software within a matter of minutes after receipt from INTRTRA.

Project Details

Currently, FNC receives BL data via INTRTRA for two freight-forwarder customers in Korea. Its first i-LINK BL Data project for GLOVIS required around one month of development and testing. The second i-LINK BL Data project was for Hansol CSN and took about 10 days (mainly testing with minor system changes to meet Hansol's unique needs).

Make the I-Link to improved profitability

For more information on how INTRTRA's I-Link BL Data Service can help you make ocean-shipment data management easier and less costly, contact your INTRTRA Sales Representative or click on "Resource Center" at www.intrtra.com.

FNC chose INTRTRA's I-LINK BL Data Service because INTRTRA has one connection to many of the carriers with whom we do business. This makes it very cost effective for us and helps us provide better service to our customers.

Kim Joon Hwan, Assistant Manager, IT Team, FNC

Learn More

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

About INTRTRA

INTRTRA is a leading global provider of e-commerce solutions to the ocean freight industry. INTRTRA professionals work with over 30 leading carriers to streamline and standardize their shipping processes worldwide through a network of over 20,000 corporate locations. Over 260,000 container orders are initiated on the INTRTRA platform each week, representing more than 10 percent of global ocean container trade.

