



INTRTA LINK SOLUTION

CASE STUDY

Perdigão is one of the largest food companies and exporters in Latin America, dedicated to raising, producing and processing poultry, pork and dairy. The company also processes frozen pastas, soybeans and their derivatives, and distributes frozen vegetables. Its core business is directed to chilled and frozen food.

Business Challenge

Over the last several years, Perdigao has experienced significant growth and expanded into Europe, the Middle East and Far East. With these expansions and the opening of the Rio Verde Agroindustrial Complex – Latin America’s largest slaughterhouse – Perdigao needed an e-commerce platform that would not only work to assist this change management process but also help to streamline the added amount of business transactions the company was performing each day in regard to exporting. According to José Lourenço Perotoni, International Logistics Manager, Perdigao, the company wanted to have one system, with one central location.

INTRTA Solution

Perdigao selected INTRTA LINK to access the INTRTA portal, enabling them to centralize and unify their shipping documentation process. And via a single connection, they can retrieve Bills of Lading, check status of container shipments with INTRTA Track & Trace and access INTRTA reports. With INTRTA, Perdigao:

- can submit shipping documentation through a single, standardized process
- has real-time visibility into status of shipping instructions at anytime in the process
- streamlines their export shipment business process by enabling their documentation team to submit shipping documentation to all carriers vs. having to create and send separate documents to each carrier

Value Created

Perdigao has achieved significant gains by deploying INTRTA solutions including;

- 500% reduction in turnaround times with carriers through increased flexibility and clarity of information exchanged
- Reduced costs by minimizing the need for 3rd party resources to process shipping documentation
- Improved customer service by increasing transaction volume and providing real-time updates of shipping documentation status
- Increased efficiency of existing staff enabled completion of over 25,000 shipping instructions in 2007



CHALLENGE

With rapid growth and separate processes for shipping documentation across multiple locations, Perdigao was unable to operate efficiently as a single company.

SOLUTION

Perdigao selected INTRTA LINK to establish a single connection to the 20 plus member carriers of INTRTA's global network, increasing efficiency and reducing costs and cycle times in their export shipment business process.

RESULTS

- Reduced complexity and streamlined export shipment business process through a simple standards based centralized solution
- Increased efficiency by reducing turnaround times on shipping documentation from ten days to two to four days
- Lowered costs by minimizing the need for 3rd party resources to prepare and send shipping documentation

“... Nowadays, the most important thing is to increase the service level to customers. A system such as INTRTA is a good example of this,” said Joao Batista Oneda, Logistics Manager in Chief and Sponsor of the INTRTA Project at Perdigao. “We are always open to new technologies that are an ‘easy-to-do process’ that saves on time and money.”



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.