

# INTTRA NVOCC E-COMMERCE PLATFORM:

## Increasing profitability, customer satisfaction, and competitive position for non vessel-owning common carriers (NVOCC)

Since the introduction of e-commerce to vessel-owning carrier over 10 years ago, e-commerce services have become the norm in ocean shipping. And because non vessel-owning common carriers (NVOCCs) face the same challenges as their vessel-owning counterparts, which are only compounded by their unique needs surrounding consolidation of LCL shipments, NVOCCs are looking for improvements to their current business operations. Manual processes add unwanted layers and costs to the task of receiving bookings and shipping instructions. In addition, building and managing booking portal solutions or EDI systems is time consuming and expensive. Moreover, shippers are beginning to insist upon the same levels of quality and efficiency carriers have been offering for a decade via the INTTRA Network.

The INTTRA NVOCC E-Commerce Platform extends the INTTRA Network to include NVOCCs and their shipping partners – allowing forwarders and shippers to realize the benefits of a standardized electronic business process. Now NVOCCs can join the network as a “carrier” and receive electronic bookings and shipping instructions for both LCL and FCL shipments. Equally important, shippers can utilize a technology they already know and love to transact with NVOCCs.

“The INTTRA solution helps NVOCCs to expand and streamline e-commerce by connecting shippers on the INTTRA Network – with all its efficiencies and benefits – increasing profitability, customer satisfaction, and competitive positioning in the market.”

### The power of one

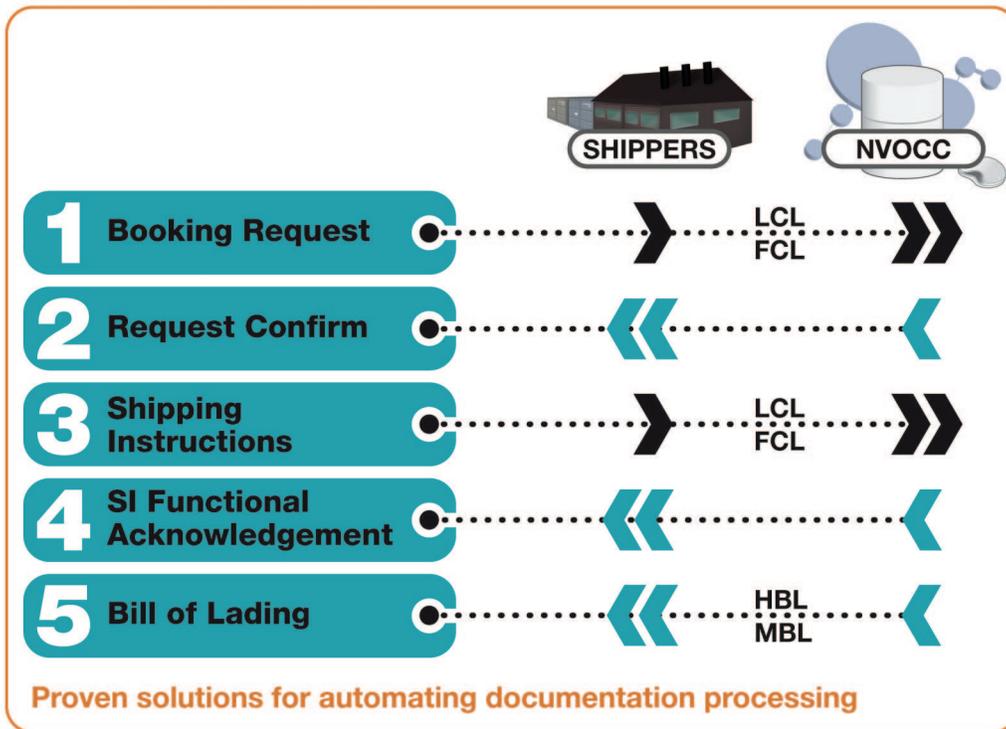
Forwarders, shippers, and alliance partners can now leverage the power of one – a single ocean shipping solution with the strength and efficiency of the INTTRA Network. As such, they can enjoy all the benefits the network has to offer. Utilizing the INTTRA Network for LCL and FCL shipments, NVOCCs can eliminate the latency and quality issues common to manual data entry. And with the addition of NVOCCs to INTTRA’s already robust network, the industry has a true clearinghouse for ocean shipping initiation. This clearinghouse represents:

- 70,000+ active links between shippers, forwarders, NVOCCs, and carriers
- 30+ carriers covering 90% of global capacity
- A presence in 105 countries
- Processing of a half a million container events per day and more than 350,000 container moves per week

### Leverage a proven solution for better business results

Without a dedicated connection like the INTTRA Network, NVOCCs either process booking and shipping initiation transactions manually or spend enormous amounts of time and resources building and maintaining their own solutions. The manual approach is very risky, opening both the process itself and its resultant transactional information to a variety of exposures, not the least of which include poor data quality from rekeying errors, painfully slow response times due to procedural lags, and a complete lack of bidirectional visibility. The in-house systems approach, while certainly more reliable than the manual model, is also suboptimal. Indeed, many NVOCCs find it to be even more costly because systems development and support detract from their core competency – transporting cargo. Not surprising, NVOCCs often find their technology requirements and efforts spiraling out of control as they build and maintain booking portals and/or individual “direct connects” to their shipper customers.

## Solution Overview



Whether you're a receiver and/or sender of data, you can transact with confidence with the INTRTA NVOCC E-Commerce Platform —and also achieve the peace of mind only the proven and powerful INTRTA Network can bring. Harness the power of the INTRTA Network to improve efficiency, simplify operations, and enhance the data quality in communications with shippers and your carriers. One connection is all it takes to access your customers participating on the network while minimizing the effort necessary for booking and shipping instructions regardless of how fast your network grows. Shippers can utilize four distinct technology options to send you shipping initiation transactions, such as bookings and shipping instructions. They are:

1. I-ACT, a simple and secure web-based tool
2. I-LINK, a data integration service that offers high-volume customers the option of using EDI to connect their systems with INTRTA
3. I-DESKTOP, PC-based software that enables shipping documents and bookings to be created offline and then sent via email or web services
4. I-ALLIANCE, a connection to over 30 Alliance partners around the world, including software providers, ports, and major ERP providers, that enables them to provide their customers with a global standardized connection to INTRTA's multi-carrier network

Regardless of the channel shippers choose, the INTRTA NVOCC E-Commerce Platform provides automated processes for bookings and shipping instructions for both LCL and FCL shipments, facilitating exchange of key data between you and your shippers, including:

- Booking requests
- Request confirmations
- Shipping instructions
- Shipping instructions acknowledgements
- BL Data

## MAKING THE MOST OF YOUR SOLUTION WITH INTRTA PROFESSIONAL SERVICES

With a global workforce of experienced professionals dedicated to shipper acquisition, adoption, and utilization, INTRTA helps you quickly and easily implement the INTRTA NVOCC E-Commerce Platform without draining your sales, technology, and customer service resources.

Leverage the skills and expertise of the INTRTA team to grow your business. With services that can be tailored to meet your needs, we can help you increase shipper transaction volumes and drive e-business across your largest and most complex global customers.

The INTRTA Professional Services team:

- Makes over 100,000 user contacts per year for INTRTA carriers and NVOCCs
- Provides service to active users in more than 100 countries
- Manages over 20,000 global customers

This flexibility helps you improve data quality, eliminate time lags, and increase visibility and understanding—all of which goes a long way in helping you reduce costs. Moreover, using the INTRA Network allows your shippers to unify their operational processes and utilize a single data connection for multiple carriers, helping your organization position itself as a trusted partner and preferred resource.

### The INTRA difference

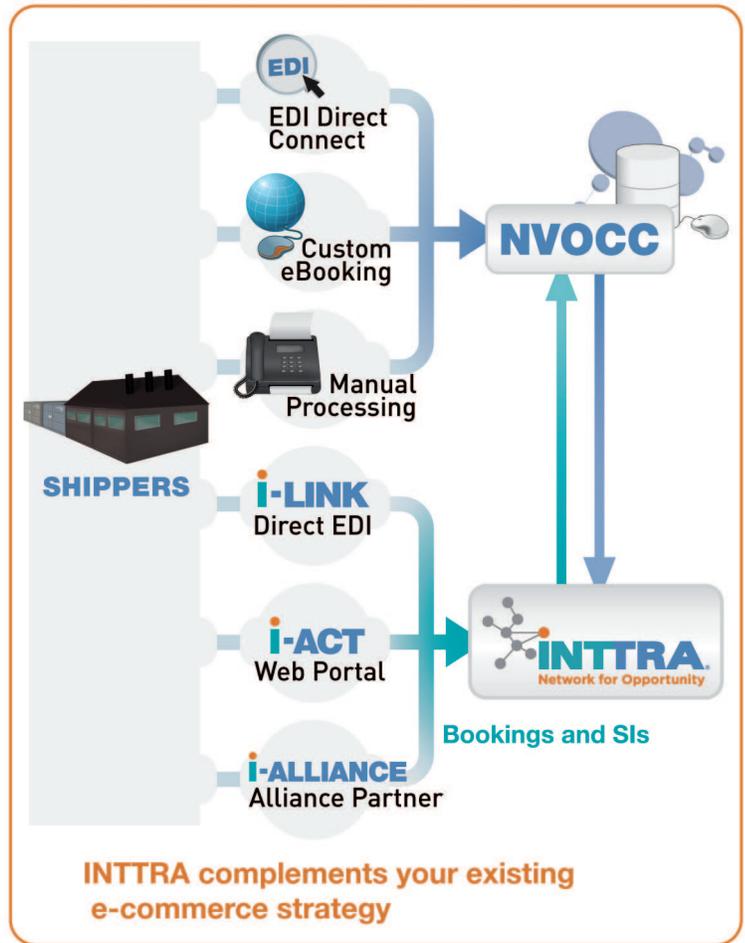
At INTRA, people, process, and network make the difference for supply chain participants like you.

Our **people** are the brightest and most experienced in the industry, and their service-oriented approach is matched only by their expertise. The Data Integration team delivers a fast and painless connection to your existing system, while our Professional Services team gets your customers up, running, and using the INTRA Network to send your transactions.

Our **process** is anchored by formal controls that deliver the discipline your integration project requires. These controls provide you with the assurance that comes from due diligence and continuous process improvement, in addition to a singular focus on ocean shipping.

Our **network**, the largest in the industry, links you to carriers and shippers, automating your communication with both your customers and your suppliers. Moreover, it is based on the proven technology and expertise that literally built ocean carrier e-commerce.

### Potential NVO Data Flow



### Network



Go to [www.intra.com/nvcc](http://www.intra.com/nvcc) to get on board with INTRA

