SEATRADE, THE NETHERLANDS

"By purchasing this solution we have bought Ultimate Software's know-how in the fields of logistics as well as the maritime sector."

Ultimate Software

Maanlander 33

3824 MN Amersfoort

The Netherlands

Tel: +31 (0)88 - 42 42 424

www.ultimatemaritimelogistics.com

info@ultimatesoftware.nl

in Follow our company page for news and inspiration.

In this case study, Willy Smit, Manager Operations Support Desk at Seatrade Reefer Chartering, discusses how Ultimate Software and Flexship helped to realise the necessary transition in the market. From what used to be a full-blooded transport company, Seatrade developed into a company that manages the whole logistic chain from producer to end user. Especially the flexibility and speed with which Ultimate Software processes necessary adjustments and the extensive knowledge concerning both logistics and the maritime sector make Ultimate Software a pleasure to work with; a collaboration that has enabled Seatrade to always meet all its customers' needs (large, international companies) and that it can handle the increase of its company activities without expanding the staff as well.

Seatrade, an introduction

Seatrade Reefer Chartering N.V. is a dynamic and ambitious shipping company. It has more than 60 years of experience in the worldwide transportation of perishable, or otherwise vulnerable, goods such as vegetables, fruit and frozen products such as fish. The shipping industry has drastically changed in the course of time. Seatrade has expanded its package of services considerably in order to keep up with the market changes and to keep fulfilling the needs of its clients. Today, shipping means more than transport alone, it concerns the whole logistic process: from transport company to logistical company.

Seatrade owns a fleet of about 100 specialised reefers. The ships and their crew are still the heart of the company. Seatrade now manages the whole logistic chain around it, from producer to end user.

With its highly extensive knowledge concerning refrigerated transport and a large network worldwide, Seatrade is a market leader when it comes to transport by water. International companies such as Tesco and Albert Heijn have their fresh products transported via Seatrade.

Customers consider Seatrade a strategic partner. Seatrade has earned this position by continually expanding its service and striving for quick and mainly direct transportations; from A to B, without calling at other ports to pick up more cargo.

CHALLENGE
IT WAS NECESSARY TO GAIN INSIGHT IN ALL PROCESSES WORLDWIDE

Until 2007, logistic support was mainly done by hand, and everything was recorded in separate Word and Excel applications. This made it difficult to gain insight in the actual costs and processes. The transition from 'transportation by water only' to 'logistic partner for customers' made it necessary to have that insight in all processes worldwide. *"We wanted to grow and needed a system to support that. Each and every action costs money in our sector"*, says Willy Smit.

SOLUTION
DIGITAL, COMPLETE AND THEREFORE COMPREHENSIBLE WITH FLEXSHIP

In 2007 Seatrade got in touch with Ultimate Software, and decided upon the 'Flexship' solution. Willy explains why: *"Every shipping company or harbour is unique and has their own, individual way of dealing with things. The Flexship solutions meets our business requirements for 100%. There are other, more standardised solutions, but these are not as well adjusted to our specific working method. Ultimate Software is flexible in the alterations that have to be made. We are not depending on the 'annual new release', adjustments can be made right away."*

> "We are not depending on the 'annual new release', adjustments can be made right away."

From the moment that Seatrade began using Flexship, everything is done digitally. The agents who book the cargo shipments do so with Flexship. The system generates all the required documents, for instance those needed for customs in the case of importing or exporting products. The information is digitised and sent to customs. Even the request for relocating a container can now be handed in digitally. Flexship makes sure that the customers always operate in accordance with the laws and regulations of a country. The customer can rely on the fact that all the necessary steps have been taken. This is vital, because without all the steps having been taken, the transport cannot start.

"By purchasing this solution we have bought Ultimate Software's know-how in the fields of logistics as well as the maritime sector."

RESULT
IN CONTROL, QUICK AND FLEXIBLE SOLUTIONS

"Through this solution we have gained insight in the processes and we are able to manage the income and expenses. Besides, we can handle twice the work with the same number of people. Before Flexship a lot of things had to be done manually so we would have needed a much bigger staff."

For Seatrade it is important that the end user, the agent, is able to operate the system easily and properly. Flexship is very accessible and user-friendly. All bookings are entered into the system. The commission for the agents is also calculated within Flexship, so Seatrade can be 100% sure that all the cargos are entered into the system by the agents.

Willy concludes: *"We are very satisfied with Ultimate Software and Flexship. They have a practical, hands-on mentality. You have a request and one week later things are delivered. A very pleasant collaboration, through which we can also benefit from the adjustments that are made for other customers."*