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e*Business Strategy in the Shipping Industry

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Traditional way to communicate with Customers

Customers call in Carriers' Service Desk

- to know Sailing schedules
- to know Freight/Charges
- to make bookings
- to check if B/L is ready
- to trace cargoes and so on.....

Carriers call and Fax to Customers

- to notify Freight/Charges
- to confirm bookings
- to notify Sailing schedule changes
- to verify B/L draft
- to advice cargo statuses and so on...



What do Carriers provide now on their Homepage ?

- Sailing schedule
- Booking request
- Rate Inquiry
- Cargo Tracing
- B/L draft and proof and reference
- B/L issue



Ocean Carriers must focus on Customers' needs

- Further rationalization in logistic operation
- Minimize stock level without shortage
and
- Concentration in their Core business
- Desire to rely on 3PL service providers

Current EDI via Van service
and
Homepage service for Customer's Pull



Data exchange using Internet technology
and
Interactive Relationship with Push/Pull

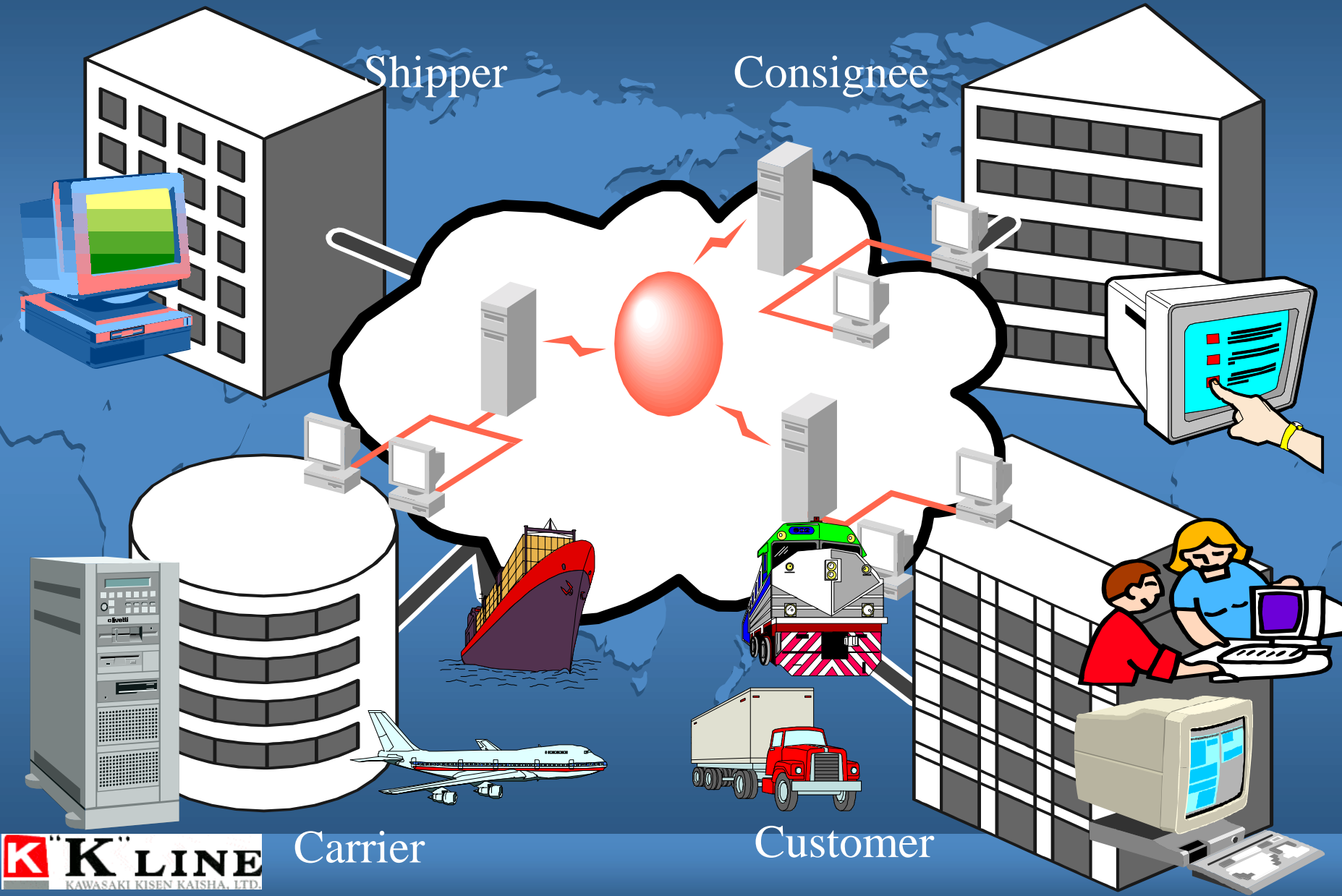
Interactive Relationship in logistic chain

Shipper

Consignee


Carrier

Customer



Interactive Data Exchange for :

- Sailing Schedule, including timely revision
- Booking request and confirmation
- B/L draft (Shipping instruction) and proofing
- B/L issuance in digital format
- Ocean Freight Payment/Settlement
- Cargo trace and status tracking
 - By Booking, B/L and Container
 - By P/O#, Invoice# and shipment reference #
- Cargo delivery without paper-exchange

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Ocean Carrier can be
a logistic partner
in Customers' logistics chain
by bringing IT solution

Customers' System Structure



Carriers' System Structure



Our approach toward e*Business

- e*Commerce facility via Homepage
- Move ahead to B/L exchange in digital format with Bolero and TEDI (in Japan)
- Interactive data exchanges over the Net
- Cooperation with New Middlemen