![Softship logo]

WISETECH GLOBAL GROUP

LIMA for carriers

Hamburg • Manila • Miami • Singapore

Commercial (LINE)

Take control of your liner business

LINE allows you to manage your liner business across your network of offices. It provides complete visibility and management of product tariffs, contribution margins, quotations, agreements, bookings, documentation and revenue collection. You take control of your agents as they perform the day-to-day transactions required to deliver a quality service to your customers.

Agency management

Maximise your income with LINE's yield management analysis tool. The system enables your agents to forecast port call results through bookings and bills of lading web feeds directly into the LINE database. LINE calculates the projected port call cost and voyage pre-calculations enabling you to optimise your cargo mix and your revenue. LINE will reconcile all rates and service contracts and will automatically audit any stored bills of lading. In addition, LINE will invite your customers to visit your 24/7 web facility to track their cargo, receive status notifications, download schedules, place bookings, retrieve rates and download associated bills of lading.
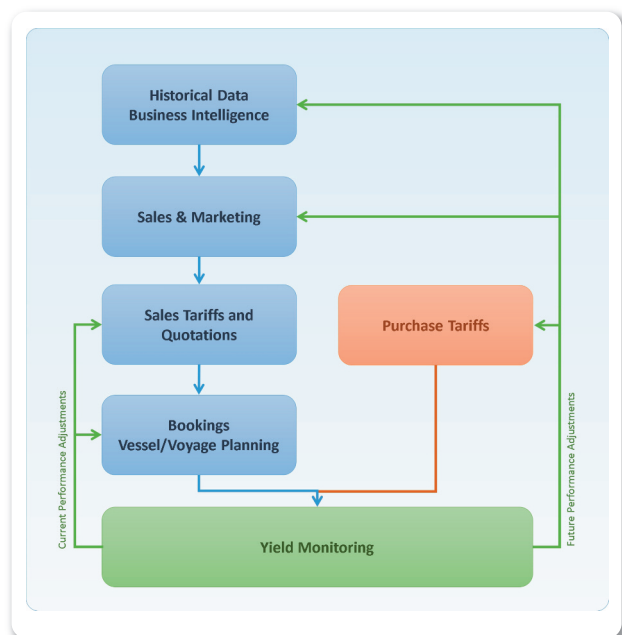
Tariffs, quotations and agreements

This important function allows tariffs and service contracts to be managed effectively. The software is highly flexible and caters for the specific criteria required by feeder, container, ro-ro and break-bulk operators. Standard and conditional surcharges are also easily managed by LINE along with special quotations and service agreements for defined time-periods.

Bookings

Bookings are received into LINE through the web portal, directly through an EDI feed or manually entered by the agent. The correct rates and costs are automatically applied to highlight the contribution for each booking. Resources such as space and equipment are automatically allocated at the time of booking to ensure there is no shortfall and that vessel and equipment utilisation is optimised. Special cargo requests – such as dangerous goods, reefer, and out-of-gauge cargo – are easily handled and trigger automated alerts and notifications to the relevant parties.

Yield Management - the practice with Softship

Documents

Once the booking has been confirmed, LINE automatically populates the bill of lading which is then presented for approval with all other relevant documents such as manifests, loading lists and commission statements. You retain complete control over the freight and associated charges as well as how and where payments are made.

Invoices

LINE facilitates automatic invoicing either through your agents or direct to your clients. The software ensures that each of your agents has updated invoicing information ensuring timely billing and credit control. No freight or associated charges are left unbilled. Invoicing preferences and credit terms for each of your clients are retained, applied and checked by the system.

Business intelligence

All performance, volume and revenue data is collected and consolidated in LINE's data warehouse. This enables comprehensive management reporting and the ability to easily import data into Softship's business intelligence tool, SIBIA. Real time analysis of actual performance against budgets and targets is easily achieved.

Commercial (LINE) helps you optimize your operations and calculates your contribution margin

Business Benefits

- Complete control and visibility of your business
- Up-to-date information on quotations and bookings from all your agents
- Optimisation of cargo mix
- Efficient customer services
- Efficient allocation of space and equipment
- Yield management
- Flexible management reporting
- Inbuilt business intelligence

Key Features

- Streamlined handling of quotations, bookings, bills of lading and invoices by your agents
- EDI integration with customs, port authorities, portals and partners.
- Interface to accounting and other packages
- Integration with web portal allowing comprehensive web services for customers.
- Fully customisable
- Automated customer alerts and notifications

www.softship.com