

# SAILING SCHEDULES DONE RIGHT

Standardization and better data quality improves planning efficiencies and increases productivity

## STATE OF OCEAN SAILING SCHEDULES

Ocean sailing schedules across the industry lack standardization and generally have poor data quality. The result for global shippers is inefficiency and a lack of effective and productive planning when using this data. Because standards don't exist and the data provided is not always accurate, the shipping industry struggles to integrate carrier schedules into its existing workflow processes and systems.

Gathering multiple carrier schedules can be an extremely time consuming process. Schedules currently are located on individual carrier websites, via industry trade sites and publications, PDF, and Excel spreadsheets. In addition to the inefficiency of collecting various carrier schedules, is the lack of standardized ocean carrier schedules which makes it difficult for shippers to effectively use and compare schedules. Standards, among all industries, promote a common starting point, thereby making it easier to integrate applications into business processes (Tech & Trends, Vol.28 Issue 4).

"The lack of ocean schedule standards causes an increased burden on the shipping community and limits the efficient use of analytics to drive decision making", said Lars Jensen from SealIntel Maritime. In a study SealIntel Maritime published in July, it was noted that while the majority of carriers provide a significant quantity of data, it is "... riddled with internal inconsistencies."

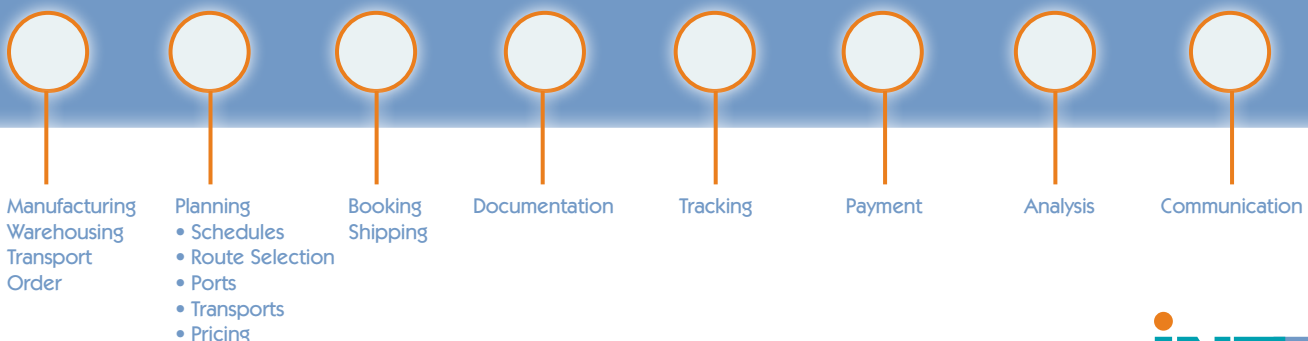
### Ocean Carrier Schedules - Lack of standardization and poor data quality

- Carriers supply data in different formats and sources
- Inconsistent naming conventions and tagging systems
- Schedule updates are not standard
- Conflicting interpretation of vessel sharing details
- Duplicated voyages and schedules
- "Mystery" voyages and "Phantom" ports
- "Impossible schedules" displaying inaccurate transits
- Conflicting arrival & departure dates

Lars Jensen continued, "The lack of standards among carrier schedules hampers the ability to automate this process. It is through automating the process where a company will experience quantifiable process improvements."

We've seen that accessing multi-carrier schedules optimizes decision making for ocean transport planning and forecasting.

## Ocean Transport Process



## Planning and Forecasting

Ocean carrier schedules display the offerings of products and services by carriers and are used by shippers in transport logistics planning and forecasting. This forecasting provides greater visibility and predictability to meet customers' supply chain goals, increases productivity and generates greater efficiencies. One such example is a shipment optimizer, which automates the planning process, supports critical decision making and ensures that shipment planning is optimized at all times according to customer requirements. To most effectively use this tool, an automated multi-carrier data feed would be the most efficient approach to receiving up to date schedules and for accessing quality ocean schedule data for integration into internal applications.

### Why Standardize?

- Set benchmarks for schedule quality
- Ensures similar products work together
- Increases efficiencies and improves work flow

## Automating Sailing Schedules Integration

Automating the integration of multi-carrier schedules into an existing workflow is the most efficient and effective method available. With a fully automated data feed, the possibility of human error is removed and accessing robust ocean schedules is dramatically easier. Further, the multi-carrier schedule data feed can be used to power operational systems.

## Challenges

Successful deployment of an automated multi-carrier schedule solution requires integrating data from multiple sources that is provided in many different formats: each schedule has to be interpreted in the distinct carrier language. Misinterpreted data at the start of the schedules process can increase overall costs ten times. (*"Data Driven: Profiting from Your Most Important Business Asset"*, Thomas Redman) Any data incorrectly interpreted will contain errors that then will affect the entire work flow.

While it is possible to manually integrate multiple carrier schedules into an existing transport workflow, it is cost and time prohibitive. Additionally, due to the lack of carrier standards in schedules, each booking agent reviewing the schedules would need to be schooled in how to interpret the information and would need to take additional time to update the database with all carrier changes.

**INTTRA introduces ocean schedules data feed to improve efficiencies and raise the data quality bar.**

## THE PROCESS DONE RIGHT

INTTRA commissioned The Ridge Group, an independent firm, to analyze 27 Carrier Schedules on 919 voyages from 10 different routes. The resulting issues verified that there is no consistent method in the industry for providing schedules. ("Can You Get There from Here?" The Ridge Group) The Study confirmed that the industry needs schedule standardization.

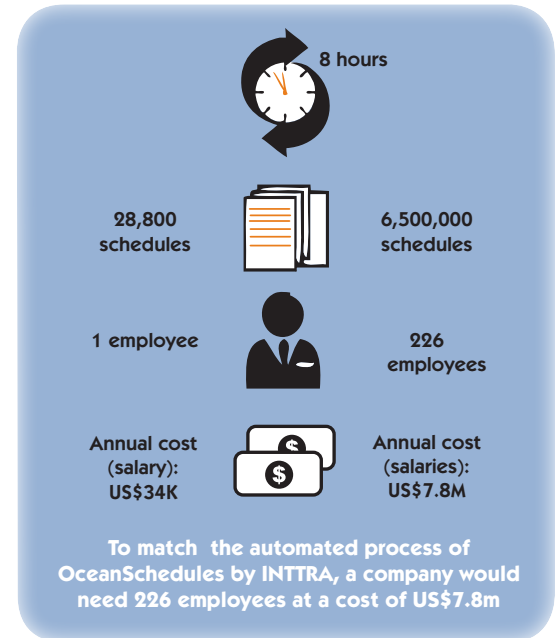
With the need for standardization and better data quality confirmed by the Ridge Group research, INTTRA developed an automatic multi-carrier data feed, a consolidation engine, that cleans and interprets ocean schedules from multiple carriers. INTTRA not only worked with carriers to interpret the different systems and challenges that exist, but also worked with shippers. The goal was to understand their business processes in order to effectively integrate schedules into their existing work flows. The consolidation engine from INTTRA offers a standardized, multi-carrier automatic single feed with streamlined carrier schedule information.

"INTTRA continually evaluates and researches the root cause of data errors found in carrier schedules and subsequently works with carriers to implement solutions and drive overall data quality," said Perry Steinberg, senior director of product management, OceanSchedules.com.

## THE DEVELOPMENT OF OCEANSCHEDULES DATA FEED

In 2011, INTTRA invested the equivalent of one working year (2080 hours) into a rigorous examination of ocean schedules following a repeatable process. The findings validated the extreme differences in carrier schedules and provided a framework for INTTRA to develop a solution.

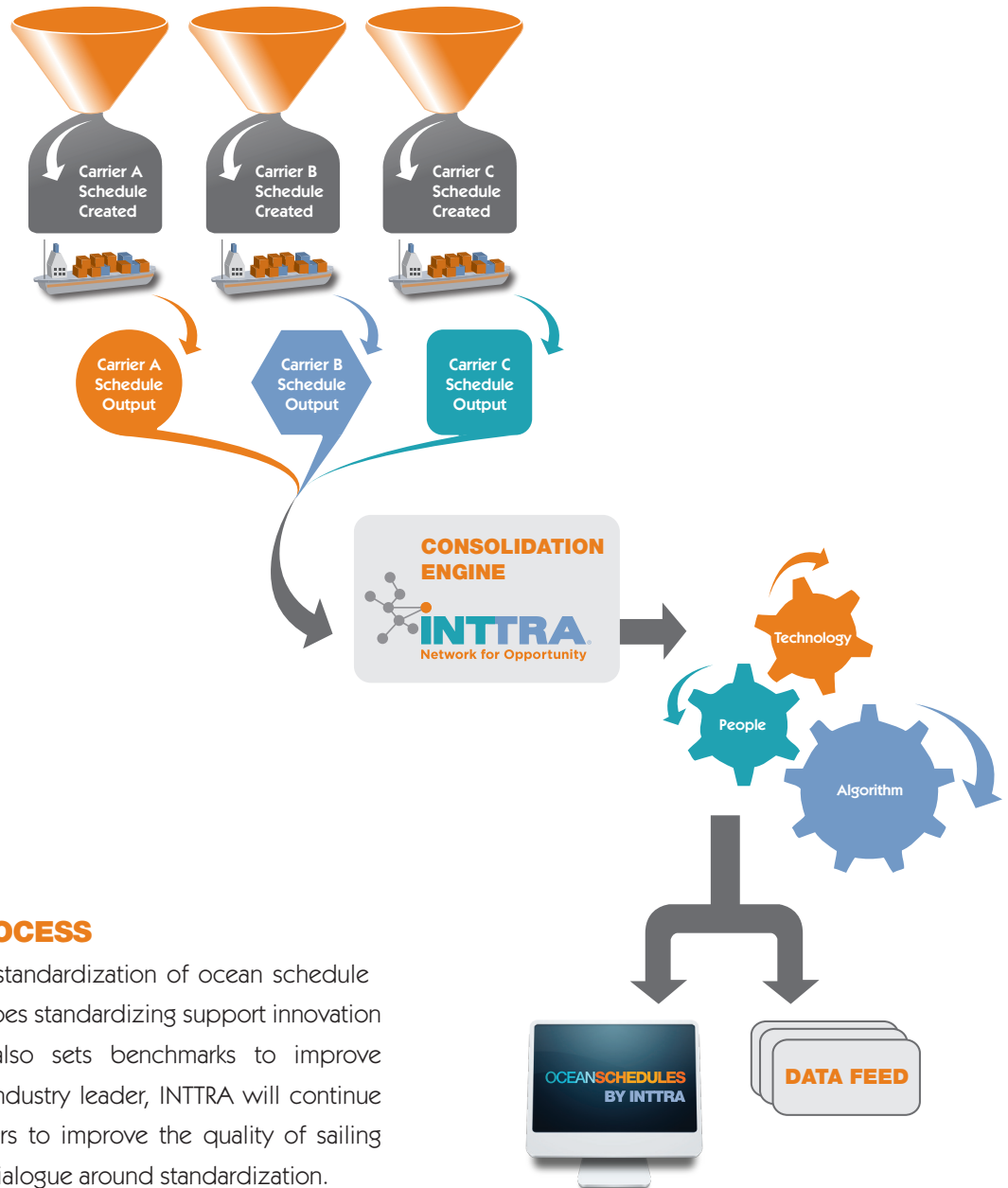
- **Data Management:** INTTRA has solved the challenge of automating disparate carrier schedules through a proprietary data cleansing and replicating process.
- **Carrier Collaboration:** INTTRA worked closely with carrier partners to interpret the different scheduling systems that exist and thereby produce a standard multi-carrier view. INTTRA continuously reviews the top 25 carrier schedules. This includes reviews of their data, suggested recommendations for improvements, and additional suggested system changes.
- **Shipper Process Alignment:** INTTRA continuously works with shippers to understand their business processes in order to integrate into existing business workflows. INTTRA's sales team works directly with tens of thousands of shipper locations in over 100 countries. And, INTTRA's professional services team's dedicated key account group provides top shippers with ongoing reviews.



## INTTRA CONSOLIDATION ENGINE IS SETTING THE STANDARD – HOW IT'S DONE

OceanSchedules by INTTRA provides the most comprehensive consolidated product catalogue in the industry. Through the relationship that INTTRA developed with carriers, resulting in the industry's largest carrier network with over 500,000 container orders initiated per week, INTTRA has developed a method to monitor, interpret, consolidate and cleanse the schedules provided by over 25 of the largest carriers.

- In-depth data mapping format and validation with carriers in order to implement consistent business rules that achieve consistency among the carrier schedules
- Daily updates are received from the carriers to ensure schedules are current and consistent
- Data is automatically monitored for changes, alerting INTTRA to issues before the carrier may realize there is an issue
- Active engagement directly with carriers:
  - Analyze and provide feedback on carrier schedule data
  - Provide recommended improvements
  - Assist carriers with system updates
- Physical connections with over 25 of the largest carriers
- Over 7,000,000 global schedules with minimal manual intervention for validation
  - Driving down industry costs
  - Making multicarrier routing decision support possible for shippers and software solutions



### GOING BEYOND THE PROCESS

INTRTRA recognizes the need for standardization of ocean schedule offerings from carriers. Not only does standardizing support innovation by sharing best practices, it also sets benchmarks to improve performance and quality. As an industry leader, INTRTRA will continue to work with carriers and shippers to improve the quality of sailing schedules and increase industry dialogue around standardization.

### ABOUT INTRTRA

INTRTRA is a leading global provider of e-commerce solutions to the ocean freight industry. INTRTRA professionals work with over 30 leading carriers and their customers to streamline and standardize their shipping processes worldwide through a network of more than 25,000 corporate locations. Over 450,000 container orders are initiated on the INTRTRA platform each week, representing more than 14 percent of global ocean container trade.

For more information visit [www.intra.com](http://www.intra.com)