Accenture Freight & Logistics Software

Achieving high performance in the ocean cargo industry
Large enough to carry several warehouses of goods in one journey, container ships are figuratively—and literally—keeping our economy moving. But as demand for goods and services has weakened, so traditional ocean transportation operational practices are being called into question. How can ocean carriers stay afloat in turbulent times while remaining poised for a rebound?

For many of today’s container shipping organizations, riding the high seas of a stormy economy and their own often outmoded systems is putting an immense strain on operations. Accenture research has shown how companies that master standardized processes and integrate IT deliver returns to shareholders 50 percent higher than those of their peers.

For ocean transportation organizations, revitalizing quote-to-cash processes and their supporting systems are critical components to increasing visibility and enabling better decision-making; essential ingredients to driving high performance. By automating their sales and customer service functions, addressing capacity planning and execution and seeking out revenue optimization, ocean carriers can improve not only the service offered but also introduce a greater level of visibility that enables better decision making, higher margins and increased profitability.

With more than 4,600 container ships afloat around the world, container shipping organizations face a number of challenges to remain competitive and profitable, including:

- Greater need for inbound and outbound freight visibility and control on a global basis
- Ongoing revenue leakage resulting from limited accuracy on pricing and capacity
- Managing the continuous demand for IT requirements on aging legacy systems
- Manual processes and outdated/legacy systems that lead to weak customer response times/customer service
- Hardcoded rules and work flows in disparate systems make it time-consuming and expensive to react to changes in the business environment.

Accenture Freight and Logistics Software provides ocean cargo carriers the comprehensive platform needed to help achieve these goals and meet today’s challenges.
Accenture brings together a powerful combination of proprietary freight and logistics software and end-to-end services that help ocean transportation organizations achieve high performance.

Together, our solutions address three key areas of need:

**Sales and customer service**

Accenture helps sales and customer service professionals with automated and self-service tools that support pricing, booking, routing and documentation processes. Our software helps companies to:

- Better leverage the skills of the sales team
- Improve service (offer self-service) to customers
- Remove tedious manual tasks

**Operations planning and execution**

Accenture helps planning and execution by aligning the processes around routes, capacity, costs, rates and pricing and providing integrated systems that enable optimal capacity utilization and higher profitability. Our software helps companies to:

- Gain greater visibility into inventory, cost and contribution
- Enable better decision-making and commitment to the customer
- Enable better cost and capacity control
- Drive higher margins and profitability

**Finance**

Accenture helps financial teams seeking greater control and profitability. Our software helps companies to:

- Improve decision-making for large capital investments
- Enhance predictability
- Reduce revenue leakage
Accenture Freight and Logistics Software

Accenture Freight and Logistics Software is a fully integrated and industrialized suite of software modules based on a common platform. Our software helps organizations lower costs, increase revenue and optimize capacity by combining Accenture’s deep knowledge of freight and logistics with advanced business analytics and process management tools.

Built on a modern technology base (Service-oriented Architecture, J2EE, Oracle database) with a solid development methodology, Accenture Freight and Logistics Software provides ocean carriers:

- Visibility to information at every point of shipment life cycle from order taking to post delivery—revenue, costs and contribution leading to better decisions
- Business process automation, real-time collaboration and rule enforcements to prevent revenue leakages, reduce costs/claims and enhance contribution
- Analytics employing tools that help maximize asset utilization through forecasting and systematic planning tied to real-time execution.

Our modular design easily integrates to your existing business platform. So whether you prefer a standalone capability or a phased end-to-end deployment, our software provides the flexibility you need to meet your specific needs in a cost-effective manner.

Freight rates management

Our freight rates management software provides centralized accountability, traceability and consistent rate offer for quotation/bid requests and application of rates throughout the shipment life cycle, yielding greater control over decentralized and centralized pricing decisions.

Benefits include:
- Increased profitability with real-time collaboration and control over pricing decisions
- Reduced revenue leakage
- Increased flexibility and adaptability to changing market conditions

Booking and cargo execution

Our booking and cargo execution software offers sophisticated booking and inventory management capabilities across organizations allowing transparency to cost and contribution of all the services offered at the point of quotation and booking.

Benefits include:
- Reduced cost-to-serve
- Increased profitability
- Improved customer satisfaction
- Increase “delivery as promised” indicators

Dynamic route generation

Our dynamic route generation software provides real-time, dynamic cargo routing optimization while simultaneously accounting for complex constraints imposed by carrier business rules and government regulations.

Benefits include:
- Increased asset efficiency
- Optimized shipment routes and cost visibility
- Increased agility and responsiveness

Freight documentation and execution

Our freight documentation and execution software creates real-time control of freight acceptance and proactive alerts throughout the shipment life cycle and equips shippers and custom brokers to file shipment instructions online, issuing an appropriate Bill of Lading based on the business requirement.

Benefits include:
- Optimized capacity utilization
- Reduced errors via electronic generation and delivery of manifest
- Improved profitability via cost and contribution visibility

Cargo origin and destination revenue management execution

We collaborate with a leading revenue management provider to offer cargo origin and destination revenue management execution software that helps air cargo companies enhance revenue as a critical process to capture value.

Benefits include:
- Increased contribution of shipments to network resources
- Reduced cost by selecting optimal cargo mix and delivery forms
- Increased profitability by using system calculated hurdle rates in quotation, pricing and booking processes
- Profitability evaluation of key accounts and schedule/capacity strategies
- Improved decisions by forecast future demand and plan for activities accordingly
- Increased load factors by accounting for “no-show” patterns
- A firm basis for establishing and adjusting budgets and sales targets

Analytics and reporting

Our analytics and reporting capabilities enable users from different locations to manage as a seamless team. The system supports the identification and tracking of shipments at multiple locations providing routing, documentation, inventory storage, fees and charges, third-party responsibilities, and security. It is an essential tool for high-level analysis, planning, and information management.

Benefits include:
- Improved visibility to key performance indicators
- Enhanced analytics enable better profiling of customer behavior and market trends
- Greater efficiency through better and faster information management.
Why Accenture Software?

Accenture Freight and Logistics Software is the right choice for ocean cargo organizations looking to reduce cost and increase profitability. Accenture combines the industry experience and know-how with practical product solutions to integrate ocean operations seamlessly.

Customer-driven software
Built on a modern technology base, Accenture Freight and Logistics Software is engineered with high performance business processes in mind, capturing the business requirements unique to the freight and logistics industry. Our development methodology leverages decades of Accenture industry and technology experience which helps organizations lower implementation risk, scale fast and drive measurable business improvements.

Flexible deployment models
Organizations’ needs vary. Our software is modular and can be deployed as standalone components or multiple components introduced in phases. All modules integrate easily with existing business platforms and can scale according to your needs, including integration to external services. Hosted services are also available for those organizations wishing to outsource these functions.

Superior support
Our software is enhanced by robust support and maintenance services including our 24x7 help desk manned by helpful professionals ready to resolve any software-related issues. In addition, you can count on assistance from Accenture Software to resolve data and other non-software related errors, as well as to provide periodic upgrades and updated documentation.

End-to-end services
For customers in need of further assistance, Accenture has experienced transportation and travel services consultants worldwide to help address your challenges with solutions leveraging our deep industry experience, technology and outsourcing capabilities. Whatever your needs, Accenture is ready to help you adapt to changing market conditions at speed, increasing customer satisfaction while mitigating financial and change management risks.
Client case study
A global ocean shipping carrier operating containerized, bulk, break bulk and car carriers faced multiple challenges resulting from a lack of visibility into operations, capacity and booking. Not only were they unable to exploit potential up sell opportunities due to poor capacity information, but rating inconsistencies between booking and documentation led to substantial revenue leakage. Further, gaps in integration between systems created revenue recognition issues for special services provided as part of regular transactions.

The carrier turned to Accenture and the Accenture Freight and Logistics Software (AFLS) to help address these challenges. In a multi-year, multi-phased remodelling effort, Accenture replaced the existing underperforming legacy systems with three AFLS modules starting with freight rates management, followed by booking and cargo execution and finally freight documentation and execution. Accenture provided system integration, change management and consulting services to help the company quickly implement the new systems—assisting with requirements for future customer relationship management solutions as well as aiding in the migration strategy.

The new capabilities made a rapid and significant impact to the business. The introduction of the AFLS systems provided a number of benefits, including:

- Accurate rating and documentation resulting in a 60 percent reduction in commissions paid to external agents
- Better visibility to voyage capacity by port resulting in improved contribution
- Online pricing, booking and shipping capabilities allowed the company to reduce cost of self-service facilities
- Centralization and process improvements reduced complexity and made for smoother operations. In all, the introduction of the AFLS suite helped the company to report positive operating results for the first time in four years and put it on the path to high performance.
For more information about how Accenture Freight and Logistics Software can help your organization achieve high performance contact:

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### About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 244,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US$25.5 billion for the fiscal year ended Aug. 31, 2011. Its home page is www.accenture.com.

Accenture Software combines deep technology acumen with industry knowledge to develop differentiated software products. It offers innovative software-based solutions to enable organizations to meet their business goals and achieve high performance. Its home page is www.accenture.com/software.

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