



CargoSmart Delivers Solutions for Improved Decision-making and Cost

Customized analyses, daily improvements, higher throughput, competitive value

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—Ralph Ho, Senior Manager,
Customer Integration

CHALLENGE

“The shipping industry is becoming more dynamic due to greater competition, shifting ocean carrier alliances, and the need for deeper insights and faster decision-making. Customers are growing in sophistication and demanding improved visibility and performance,” explains Ralph Ho, senior manager in customer integration.

“Right now, most carriers are in catch-up mode regarding their backend technology, and they don’t have the time, capability, or capacity to take advantage of big data analytics—but we definitely think it is a key to speed decision-making. Without it, carriers will have higher costs due to, for example, higher terminal handling fees and bunker time. These are costs that prevent them from satisfying their customers.

SOLUTION

“We wanted to use advanced analytics to provide unprecedented visibility so ocean carriers could plan ahead in case of disruption and make use of real-time analysis to improve decision-making. We needed a platform that would allow us to crunch different data types in high volumes,” continues Mr. Ho. “The platform would need to be scalable and allow us to implement new data sources and become more data-driven so we can deliver our solutions quickly. We also needed data visualization so we could quickly meet a customer’s requirements.”



DETAIL

4X

Increase in vessels monitored

CARGOSMART LIMITED

CargoSmart provides global shipment management software solutions that enable shippers, consignees, logistics service providers, non-vessel operating common carriers (NVOCCs), and ocean carriers to improve planning and on-time deliveries. Connected to over 30 ocean carriers, CargoSmart leverages big data sources and a cloud-based platform to offer award-winning sailing schedules, visibility, documentation, contract management, compliance, and benchmarking solutions.

FAST FACTS

Launched: 2000
Headquarters: Hong Kong
Vessels tracked: 5,000
Professionals assisted: 130,000

DETAIL

3.5%

Reduced fuel consumption for carriers

The first major technologies CargoSmart acquired were TIBCO integration, TIBCO BusinessEvents real-time event processing, and TIBCO Spotfire analytics to provide data visibility and end-user dashboards so customers could make faster decisions.

“We began our relationship with TIBCO in 2007 when we started building an event-driven architecture. It’s a platform that processes a large amount of data from many different kinds of sources.” The company continued to evolve. In 2019, it added TIBCO Streaming software to correlate different types of information and help identify critical exceptions in real time, and TIBCO Flogo software to integrate a mix of data types and support innovation using various services, platforms, and IoT devices.

BENEFITS

FAST, CUSTOMIZED SOLUTIONS FOR CUSTOMERS

“TIBCO’s agile technology allows CargoSmart to facilitate, or to co-design with customers, custom analyses and dashboards. It’s shortening time to market and also allowing us to deliver exactly what customers need to meet their business objectives,” says Mr. Ho.

Helped by Flogo and TIBCO Streaming software, the company is also applying artificial intelligence to IoT data for augmented decision-making around disruption handling—as well as a profoundly enhanced customer experience. For example, medical supply manufacturers need to know that certain supplies are continually refrigerated. Now, if conditions change, IoT temperature sensors can raise events that can be alerted on and visualized for customers in real time.

DAILY IMPROVEMENTS, HIGHER THROUGHPUT

“TIBCO’s Professional Services have allowed CargoSmart to gain expertise in a short amount of time,” he says. “We are also able to quickly fine-tune our system, making us more responsive to customer needs. Before TIBCO, it took us about two weeks to do a release cycle. Now with the platform enabled, we do daily releases.

“The high throughput and low cost to scale, as well as the time-to-market, helped us increase the number of vessels we monitor by four times over the past year and a half.”

COMPETITIVE VALUE

“With our real-time event processing and detection engine, one carrier reported that 90% of their vessel schedule updates can be completed within an hour, where with the previous mechanism, it was only 32%,” says Ho.

“We developed a vessel speed and route monitoring application that analyzes the vessel’s speed and distance against a complex variety of factors. The application has helped ocean carriers reduce fuel consumption by up to 3.5% over the past two years.

FUTURE

“Winning a TIBCO Trailblazer award is recognition that proves CargoSmart is moving in the right direction. We built an application and the market has recognized our success. We will continue to leverage big data analytics for decision-making and creating business opportunities.”



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08/12/19