

Sterling Integrator cuts customer onboarding time in half



Jurong Port

Location

Singapore

Industry

Logistics and supply chain management

Business challenge

Improve business-to-business integration with customers in an efficient and cost-effective manner

Solution

Sterling Integrator®

Benefits

- Provided an integrated, fluid, and secure messaging platform that supports all customers' systems and protocols
- Reduced customer onboarding time by 50 percent
- Enabled improved visibility into supply chain
- Improved customer service and competitive advantage

Customer background

Since its beginning in 1965, Jurong Port has grown to become a major and thriving gateway for multi-purpose cargo in Singapore and the region. The Port is well equipped with facilities and services to handle containers and a variety of cargo, including bulk, break-bulk, palletized, and project. Jurong Port was named "Best Asia Pacific Container Terminal" at SCM Logistics World 2007. The Port's container terminal has been named "Best Emerging Container Terminal Operator in Asia" at the Asian Freight and Supply Chain Awards (AFSCAs) ceremony from 2004 through 2008. The AFSCAs are widely regarded as the most authoritative and prestigious awards for the Asian cargo industry.

Business challenge

Before the Sterling Commerce solution, Jurong Port customers submitted shipping-related electronic documents via JPOne (an Internet portal) and received status updates through e-mail or file transfer. Since customers use various

systems and protocols, Jurong Port had to customize the data exchange process quite often, which required substantial time and effort.

With more than 7,000 ships calling every year, it was imperative the Port improve business-to-business integration to meet customers' needs in the most efficient and cost-effective manner. This included enabling existing customers in the electronic data exchange process and onboarding new customers quickly and securely. Jurong Port needed a business collaboration solution that would accomplish the following:

- Streamline and secure the data exchange process in a cost-effective manner, despite customers' disparate systems and protocols
- Reduce the time needed to onboard, while decreasing overall costs
- Provide visibility into the supply chain to meet immediate and long-term needs efficiently and effectively
- Improve customers' service levels

“Sterling Integrator provided us with a single, unified and cost-effective integration platform that is stable and fully functional. We are now able to roll out new business collaboration implementations in half the time and with less effort. This has enabled us to be able to meet our customers’ needs quickly and provide them with a superior experience.”

Ho Kong Meng
Manager, Information Technology,
Jurong Port

Solution

Sterling Integrator met each of Jurong Port’s requirements. Sterling Integrator is a flexible integration platform that cuts through barriers and provides visibility and control over collaborative processes. Since Sterling Integrator is based on service-oriented architecture, Jurong Port did not have to replace existing systems, thus conserving costs.

Sterling Integrator provides the Port with a single focal point for all business-to-business interactions and enables it to interact in real time with customers. This means the Port can meet customers’ needs more efficiently and effectively, while also enabling it to identify potential issues and make informed decisions.

Onboarding new customers is quicker and easier too. That’s because Sterling Integrator supports multiple systems and protocols.

Sterling Integrator provides complete visibility into the supply chain, which saves time and energy for both Jurong Port and its customers. The Port can check cargo status at any given time, while customers (i.e. shipping agents) can transmit data to their colleagues worldwide.

Jurong Port has improved its efficiency in invoicing and data transfer through Sterling Integrator, while also increasing visibility into the supply chain, which improves customer service levels. Building on these advantages, the Port plans to extend Sterling Integrator to support growth in its Web services.

Key benefits

Sterling Integrator enables Jurong Port to align its systems with its customers’. The result is an integrated, fluid messaging platform that allows the Port to support multiple systems and protocols for the shipping and logistics community. Jurong Port is also able to deliver this collaborative solution to its customers at a lower cost and in half the time.

Sterling Integrator supports X.509 security certificates, and with security at every step in the supply chain, Jurong Port is able to meet its customers’ requests for a more secure messaging platform.

Now the Port provides customers with complete visibility into the supply chain. Not only does this save them time and effort, but it also allows the Port to improve customer service.

About Sterling Commerce

Sterling Commerce, an AT&T Inc. (NYSE:T) company, helps companies optimize and transform their Business Collaboration Network quickly, easily and securely so they can accelerate revenues, reduce costs and protect their enterprise. Sterling Commerce provides more than 30,000 customers worldwide with applications and integration solutions to connect, communicate and collaborate with their customers, partners and suppliers. Learn more at www.sterlingcommerce.com.

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