



## The solution for today's Shipping Industry

### The Challenge:

A volatile market demands that carriers have a strategic flexible approach which allows them to:

- react quickly to fluctuations and threats in the market,
- but to do so at the lowest cost,
- while building deeper and lasting relationships with customers and agents.



Carriers need to operate more efficiently and focus on business intelligence with real-time access to data to ensure they make informed business decisions at the right time.

### The Solution:

*Odyssey*, from Locus Software - a global all-in-one platform based on best of breed technologies that delivers full ERP capability whilst enabling *collaboration* and *communication* with a shipping line's network of customers and agents.

As a SaaS (software as a service) solution, you only need to use the parts of the solution you need at any particular point of time. You do not need to decide in advance what your requirements might be in the future and do not need to pay any fixed subscription fees for the solutions you use or for the number of users you have!

You also do not need to worry about geography. As a global cloud based solution, Locus solutions are available to all your locations anywhere in the world. And, if you want to benefit from Locus Software's powerful collaboration solutions, access can also be made available (*for free*) to your agents and to your customers anywhere globally.

### Key Benefits:

- Real-time, Single View of data across the chain which means all parties *see the same thing at the same time*.
- Web based access - easy access from anywhere, anytime, from any device.
- Flexibility to react quickly to market changes.
- Improved relationships with customers and agents.
- Improved & consistent service levels within the organisation and across all agents.
- One application, many companies, so there is no need to install software or import/export data between Agents or the Line. This approach ensures faster deployment, less risk, improved efficiencies and greater cost savings.



### The Shipping Solution

- Functionally rich Shipping Line ERP
- Full collaboration and connectivity
- Point and click configuration
- Continuous feature roll-out
- No disruptive upgrades

### Register, Connect & Go

- Fast and easy deployment
- Web based – accessible almost anywhere and any device
- Unlimited number of users
- Highly available, highly secure and highly scalable

### Pay only for actual use

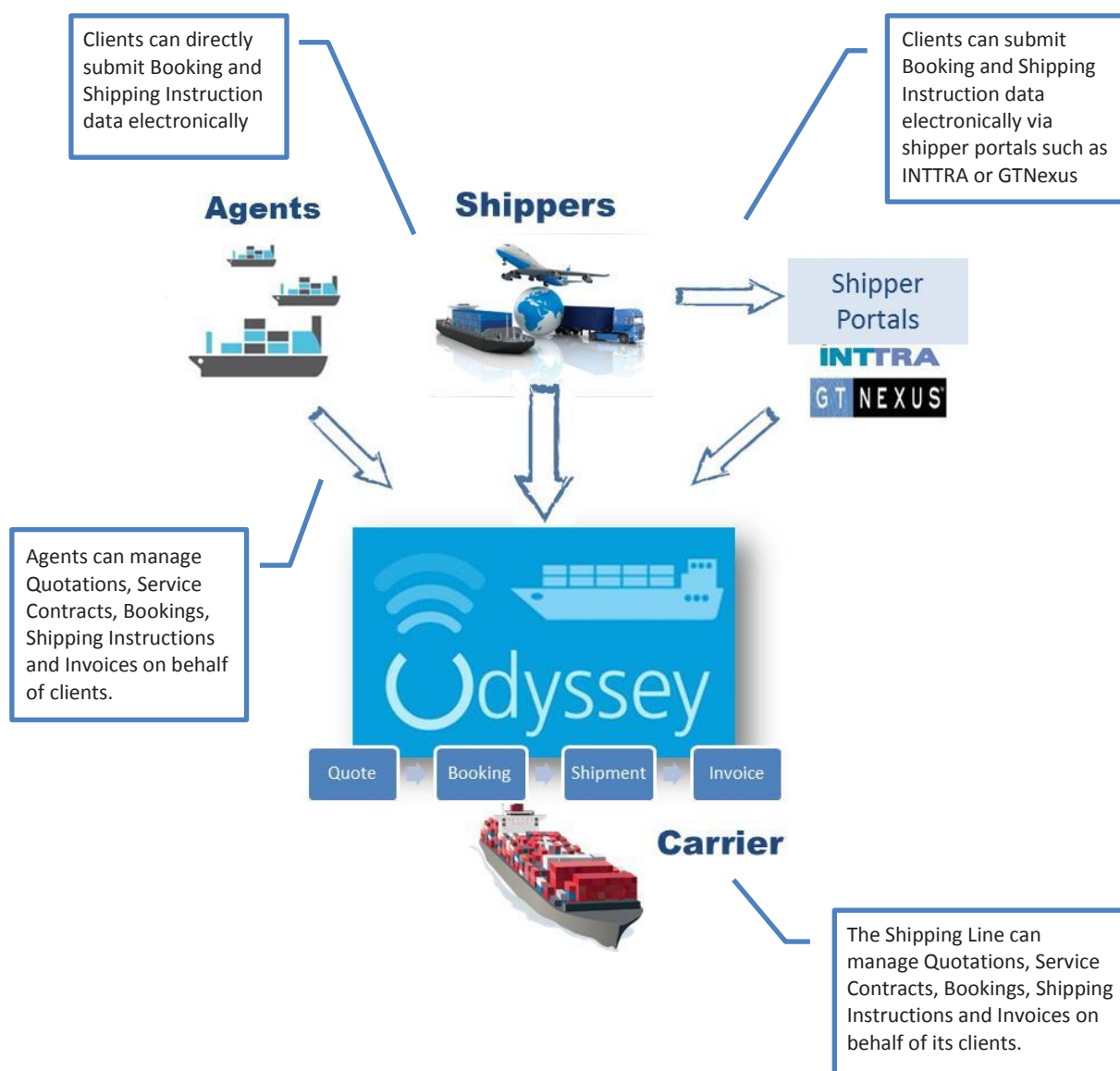
- Transaction based pricing
- No user based pricing
- No maintenance cost
- No upgrade cost
- No hardware/infrastructure cost

## Shipper Access:

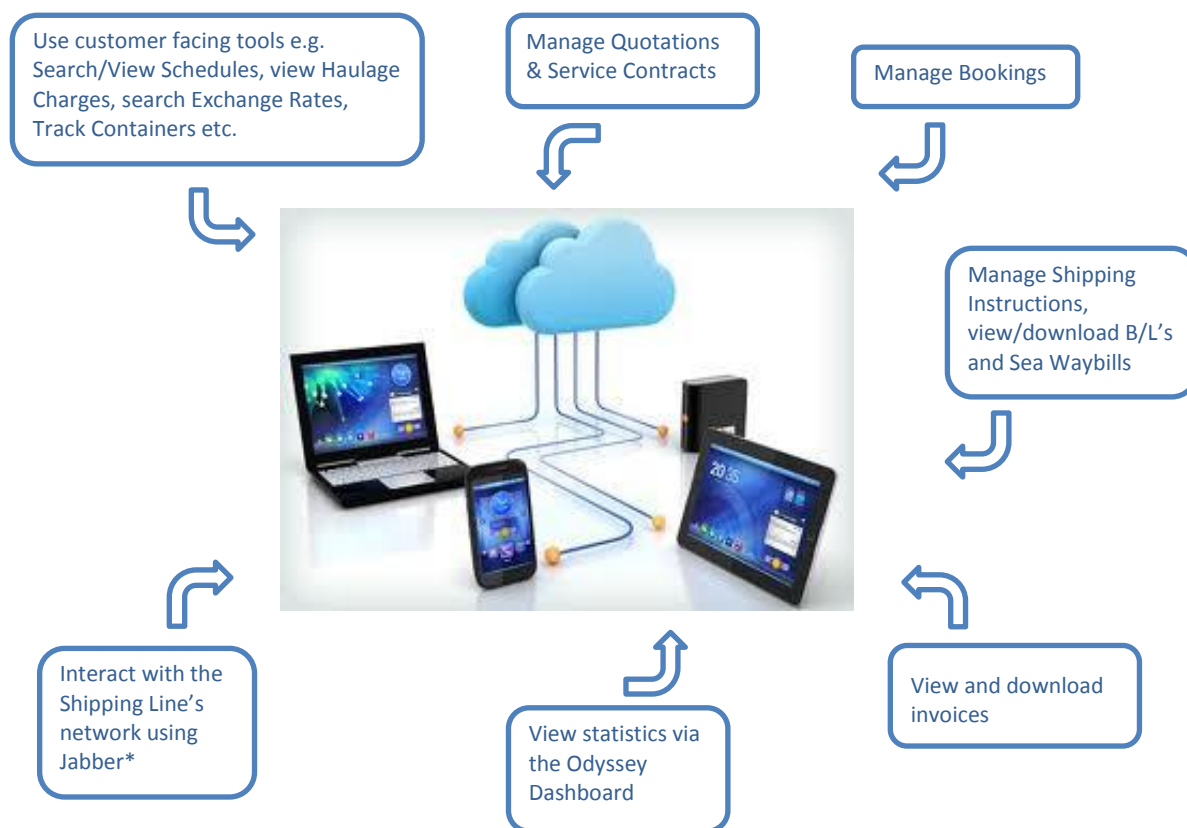
In today's competitive environment where customer service expectations are forever increasing, it is important for a shipping line to be able to provide a full range of on-line experiences to its customers.

Traditional solutions designed and built in house or purchased as a software package have typically implemented a carrier centric solution with limited access or function for the shipper.

In contrast *Odyssey*, has been designed to support the full range of access options for shippers.



Regardless of which of the Shipper Access options are used, Clients can register directly on the *Odyssey* platform and from their user experience they can:



\* Jabber is *Odyssey's* Enterprise Social Collaboration tool


Rather than implement these as a series of discrete functions, *Odyssey* fully integrates these as options within the common collaborative solution framework. As a result, a carrier is provided with complete flexibility to offer any one, or combination, of these options and for specific clients if required. Importantly this is a generic process with multiple entry points. Process flow, security and data validation is controlled via roles and permissions.

Not only does this provide for the full range of access options for a carrier's shipper clients, it also provides a simple and effective migration path as the carrier and/or individual shippers move towards a greater level of automation and self-service. Flipping a client from one access option to another is simply a matter of re-configuring options within the platform and does not require any complex setup or deployment of alternative system components.



For the carrier this also provides a competitive advantage in the ability to offer an attractive range of solutions to current and prospective clients, broadening its reach through established shipper portals while also offering existing clients cost effective connectivity to these same portals should they decide to utilize these for the first time.

Visit our site, download our white papers at [www.locussoftware.com](http://www.locussoftware.com)



# Odyssey

## Functional Scope

### Foundation:

*Odyssey* is designed to avoid the cost and dead time typically associated with the customization of shipping software solutions. This is accomplished through the three components of the *Odyssey* foundation layer:

The *company preferences layer* permits configuration and customising of application behaviour. This allows the Shipping Line to control procedures and validation on-the-fly without any programming.

The *company associations layer* allows the Shipping Line to control the access permissions (by role & location), commissions and fees of all the agents.

The *security layer* authorises access to modules and functions by company type and access permissions. This is applied in two phases; firstly the Line can assign permissions to the agent, secondly the agent can control these permissions per user.

### Tariff Management:

The Line can maintain and publish ocean tariffs and surcharges. Agents can maintain and publish local charges.

### Sales & Quotations:

*Odyssey* easily manages the sales process and provides full visibility of the sales life cycle as each prospect transitions through each phase. Customers or agents can create quotations and submit it to the Line for processing/approval. Tariffs, surcharges, haulage charges and local fees at origin/destination can automatically be retrieved by the system.

### Contract Management:

Once quotations are accepted by the client the quotation is converted to a Service Contract. This ensures that the correct information is passed from the sales team to the operational staff for the accurate processing of bookings.

### Bookings, Documentation, Manifesting:

*Odyssey* efficiently manages the booking and documentations process together with a strict validation layer that ensures accuracy and correctness of data. More complex shipments of dangerous goods, reefer and out of gauge is fully supported together with the release of containers by grade in accordance with booking requirements. The system automatically provides a series of lists, reports and manifests based on the collated data across all shipments and voyages.

### Equipment Management:

Equipment management is tightly coupled with all other features such as bookings, shipping instructions, EDI etc. This enables automated tracking of containers and assigning of containers to bookings/shipping instructions as containers are released. There is full support for Carrier Owned, Leased and Shipper Owned containers. *Odyssey* provides visibility of container stock at all locations globally together with the container status (damaged/booked/available etc.). The complete history of each container is stored for easy search/viewing as needed. Demurrage, detention and storage charges are automated and managed by the system. These features help maximise stock utilisation and reduces errors and disputes.

### Intermodal:

Intermodal Door-to-Door shipments are fully supported together with cross-location transport management. The Line and the agents can manage the local haulage charges by sell and cost price. As soon as the booking is created both the POL & POD agents are notified of the transport requirements with system generated haulier reports. Hauliers can login and search the historical or upcoming jobs while the Line or agents can control incoming haulier invoices against jobs ordered.



## Invoices, receipting and credit notes:

Invoices are automatically generated by the system and output in PDF format for distribution to the client and output by EDI for integration with the Line or Agents' financial system. The charges on the invoice are derived directly from the booking which ensures accuracy and reduces double entry of data. Payments by cheque or bank deposit can be recorded against specific invoices providing an overview of outstandings per invoice. Credit notes are also fully supported.

## Operations:

The Line is able to maintain and publish its commercial and operational schedule which is directly searchable from within a booking. WEB components are provided and can be integrated with the shipping line's website so that customers can search schedule information directly from the corporate website.

Capacity management is handled by the software with specific features to avoid new bookings when vessel capacity is 100% full.

Locus had recently launched its extended *Odyssey* SCHEDULES service to be used free as a stand-alone solution or fully integrated with other *Odyssey* functions.



## EDI:

*Odyssey* has advanced EDI capabilities. Files can be transferred using FTP, SFTP, HTTP, HTTPS, POP3, SMTP, JMS and AS2. All the EDIFACT message sets are supported and XML is easily handled.

Connections and inbound/outbound messages can be easily managed with built-in tools.

Exceptions during EDI processing are effectively managed and the appropriate users are alerted for quick action and resolution to ensure smooth business operations.

*Odyssey* has been fully integrated with INTRA for all use cases.



## CRM:

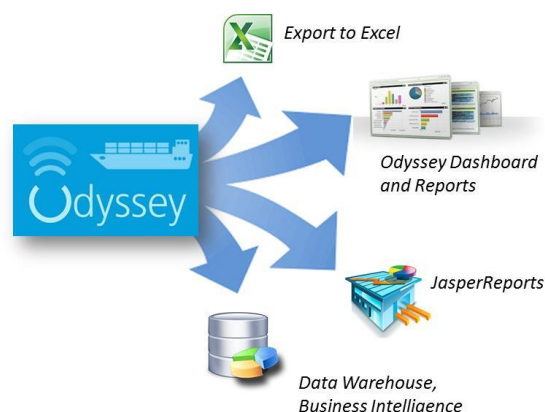
*Odyssey* has a fresh approach to traditional CRM features. In shipping, the customer is involved from start to end. Rather than implementing a stand-alone CRM feature/module, *Odyssey* incorporates full CRM capability in every step of a shipment from start to finish. Essentially the boundaries are extended to include the client organisation in all processes. The customer has better visibility while errors are reduced which builds stronger business relationships.

## Line Management:

Line managers can manage tariffs, quotations, service contracts and haulage rates directly in the system which is then immediately made available to agents. This streamlines the interaction and communication between the Line managers and the agents while ensuring that the business rules stipulated by the Line managers are followed.

## Business Intelligence:

*Odyssey* has a fully integrated Business Intelligence tool which is used to generate documents, lists, reports, etc.



### The Social Enterprise:

Enterprise Social features implement a means of corporate communication between the Line, Customers and the Agents. All communication is seamlessly linked to the subject (e.g. a voyage, booking, shipping instruction, container or invoice) so all correspondence is inherently stored in one location and easily accessible by the relevant parties. *No more printing/filing or hunting for emails.*

Customers can easily identify specific individuals in an organisation who are able to solve a particular problem.

The enterprise social features also provide an effective solution for exception management. The right people are notified at the right time to deal with exceptions as and when they occur.



### Customer Portal:

Registered customers can directly interact with the Line and Agents to:

- Search/View schedule information
- Ocean and Inland tariff lookup
- Manage quotations, contracts, bookings, shipping instructions and invoices
- Container tracking

### Task Management:

Workflow is supported by a task list where users (Line, agent or customers) are reminded of jobs that need to be completed.

### Governance and Control:

Business procedures, rules and regulations are enforced by the system across all locations. This ensures that all procedures and guidelines are consistently adhered to by all users without the overhead of maintaining and publishing guides and documentation.

### Data Flow and Fully Integrated:

*Odyssey* is a single application so there is no need to integrate modules. All features are natively connected and tightly coupled, data flows from the Quote all the way through Bookings and Documentation to the Invoice. No links are required which means there is less chance of errors or system failure while reducing manual input.

### User Profiles and Administration:

Each company can manage their own users and access rights through company specific administration roles. Through the user profile a user can manage their contact information and set their default language for reports.

### Audit/Change History:

Through the 'Single Version Of the Truth' approach, different users from different companies can edit and change the same artefacts. *Odyssey* has an in-built history feature where all changes are recorded for audit purposes.

### External tools:

*Odyssey* provides external tools for integration into the Shipping Line's corporate web site to provide seamless integration of customer features:

- Login
- Search Schedules
- Container Tracking
- Inland tariff lookup

### And there is more:

*In fact, quite a lot more:*

- Equipment Storage and Handling
- Equipment Repositioning
- Maintenance and Repair
- Business Dashboards & Analysis
- Voyage Management (Bunker/Port Expenses)

Locus is committed to continued regular enhancements to the *Odyssey* platform delivering enhanced and new capability on an on-going basis.

