

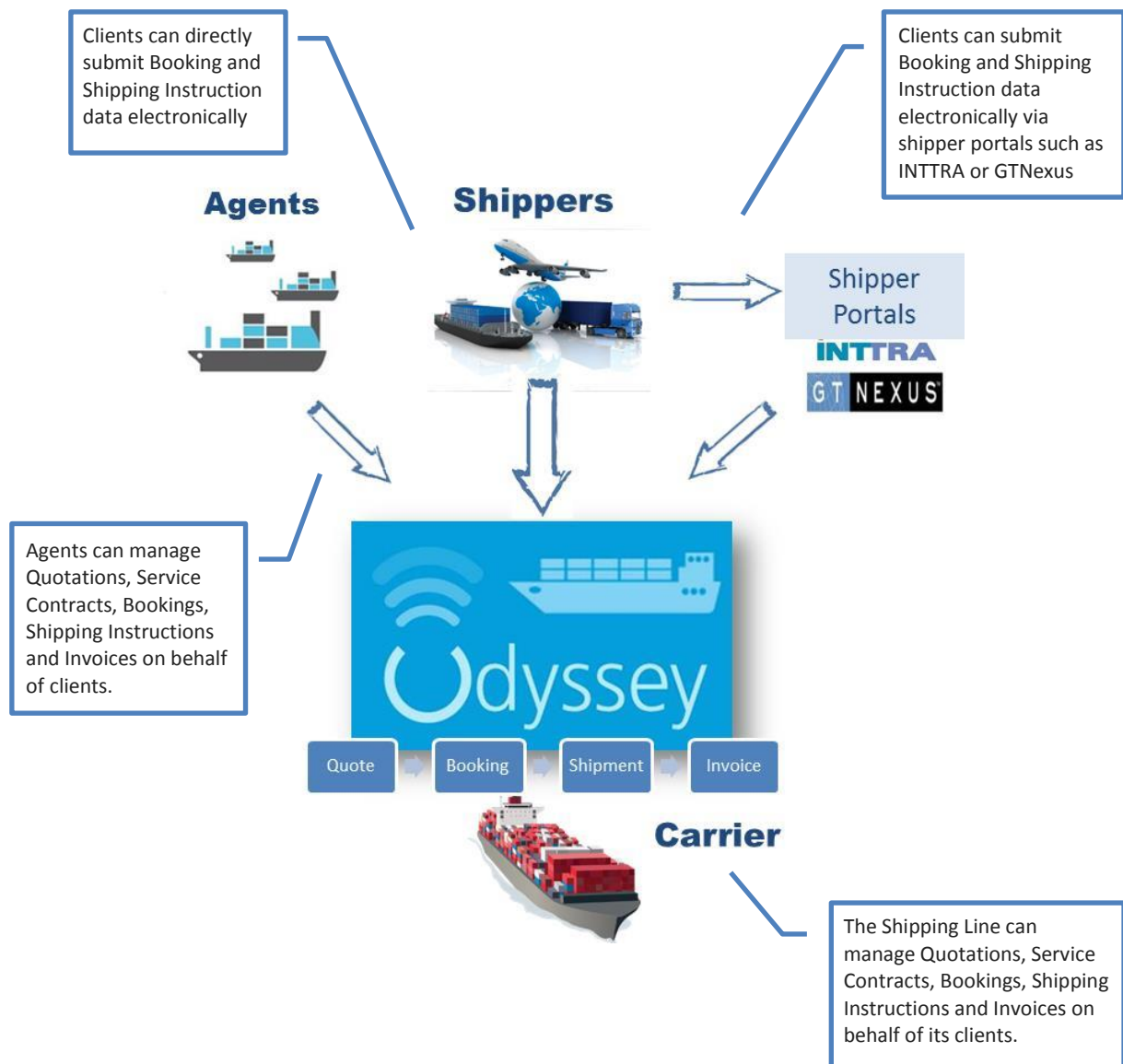
Odyssey – Shipper Access Options

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.

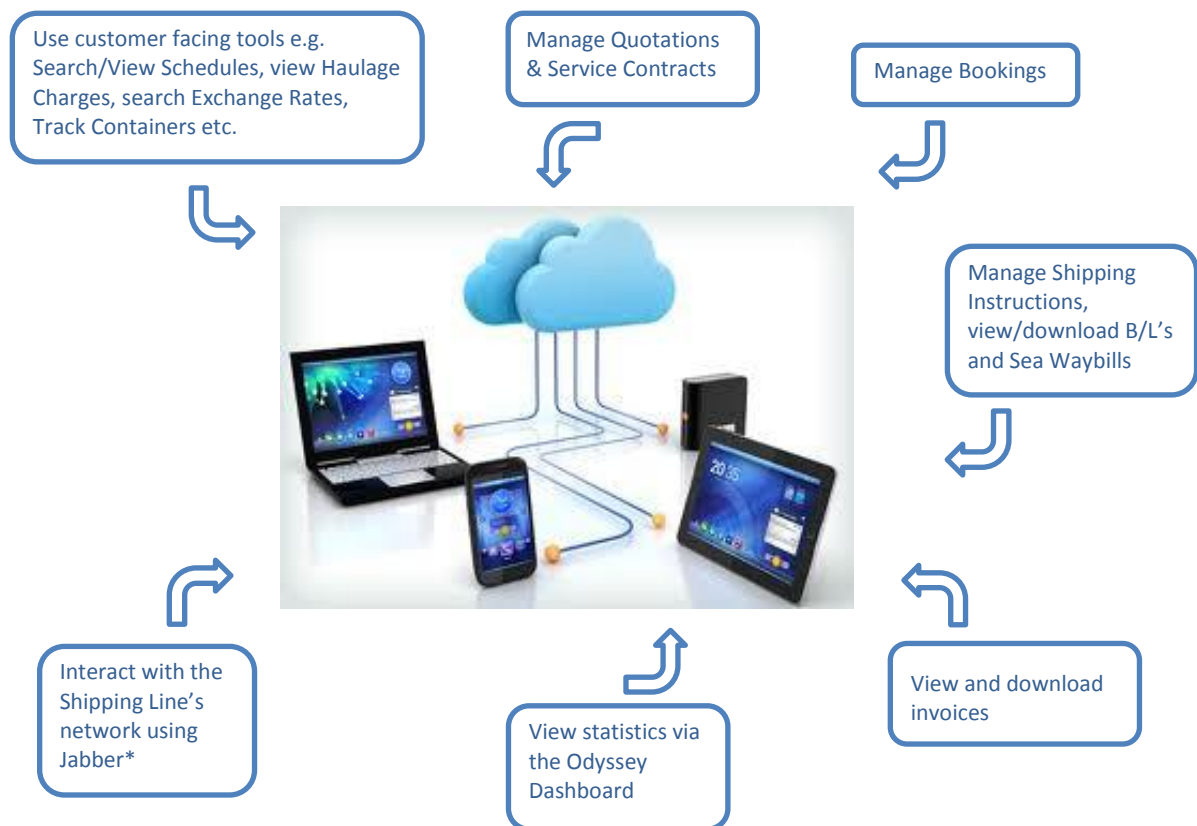
Traditional solutions designed and built in house or purchased as a software package have typically implemented a carrier centric solution with limited access or function for the shipper. Where carriers have committed to extend these solutions, this has been done by grafting on additional capability to support an increasing range of shipper requirements often being required to build expensive interfaces to new tools or to external platforms.



In contrast *Odyssey*, a powerful collaborative shipping solution from Locus Software, 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.