

Deployment scenario

ARL e-Yield Suite

ARL e-Yield for Liner Agent

Overview

The deployment scenario describes how an independent liner agent applies ARL's e-Yield platform to their business. The independent liner agent is responsible for exports from and imports to a defined geographical scope, and he represents multiple principals each insisting that he updates the principals' back-office IT system. The independent liner agent co-market multiple principals' services to their customers, thereby offering a wider scope of services in the local market than any of the principals' individual offerings. The agent is paid primarily by the principals he represent; and secondarily by local charges and by offering additional services like document issuing and courier services directly to the customers.

Multiple Principals & Geographical Scope

The liner agent is representing multiple principals and by co-marketing individual principals' scope of service, the overall scope of service offerings by the liner agent is increased. For each principal the liner agent focus on the corridors to/ from his own base service points.

The e-Yield front-office, which is embedded into the web-site of the liner agent, allows the liner agent to offer self-service internet services irrespectively of whether the principals are e-ready. The e-Schedule front-office includes all corridors offered by the sum of the principals represented, allowing individual principal's geographical scope to complement each other towards local customers, and the customers to interact with each principal in a uniform manner irrespectively of whether the agent's back-office is organised in units reflecting the principals.

If the principals can provide schedules electronically, e-Schedule is automatically updated with a schedule feed.

If the liner agent is located at a connecting (feeder) service point, the e-Schedule corridors start and end at the connecting (feeder) service point giving maximum focus on the agent's market rather than the principals services. The liner agent offers his customers to subscribe to selected corridors from all represented principals in e-mailed push-schedules using e-Schedule's Subscribe add-on.

Customer Rates

The liner agent have 'rack' rates for public freight quotes, but also custom rates to specific groups of customers or individual customers.

e-Quote provide publicly available 'rack' rates. Via the e-Quote Promotion add-on individual customers has access to individual or segmented rates.

ARL e-Yield Suite consists of the following individual solutions:

- e-Schedule, see more on arl-shipping.com/es
- e-Quote, see more on arl-shipping.com/eq
- e-Book, see more on arl-shipping.com/eb
- e-Settle, see more on arl-shipping.com/ep (p=pay)

ARL e-Yield for Liner Agent

Agent's Allocation

The liner agent is provided an allocation by the individual principals, and must manage that bookings received are aligned with the allocation for individual departures. If the liner agent manages multiple service points the allocation is either specific for individual service points (load ports) or a summary allocation across all service points for individual departures.

e-Book Allocation add-on propose the customer a choice of departures with free space closest to the departure and arrival dates requested. The allocation is set up per individual service point, or as 'first-come-first-serve' across a cluster of service points.

If the liner agent allocation allows for products substitution – f.ex. either 50 x 20' containers or 25 x 40' containers – this alternative allocation is automatically managed by the e-Book Allocation add-on.

Working with Intermediaries, Forwarders & Consolidators

The liner agent works with intermediary customers being forwarders/consolidators, who offer customer focused value added services to the end-customers.

Assuming that the forwarder/consolidator is also using e-Yield, selected principals' schedules are passed electronically to the forwarder/consolidator e-Yield platform, allowing the forwarder/consolidator to promote his own value add offerings like customs clearance and consolidation services supplementing the core transport service provided by the principals. The intermediary offers the full transport service on his own web-site. When bookings are received on the forwarder/consolidator's web-site, they are passed onwards to the liner agent electronically.

Updating Principal Back-Office and own ERP/Finance System

It is the liner agent's duty to update all received bookings in the principals' back-office system. Additionally the liner agent is using a local finance package for invoicing and general ledger purposes.

Either a full booking list is extracted from e-Book upon closure for the individual departure and uploaded as a batch to the principals' system, or alternatively an EDI or ebXML message is sent from e-Book to the principals' back-office system automatically upon receiving a customer booking. e-Book sends an EDI or ebXML message to the agent's ERP system, ensuring a full electronic re-use of data provided by the customer, and generated by the e-Yield platform.

Local Charges & Additional Services

The liner agent is charging fees relating to the local market; not part of the principals' pricing scheme. Additionally the liner agent is offering a number of optional services to the customers like document issuing, courier services and more.

Local fees are added as surcharges in e-Quote Surcharge add-on and automatically added to the freight quotes issued to the customers, giving the customer an all-in price, as well as a breakdown, if required, on the components of the freight. Additional services are offered as optional service to the customer via the e-Quote Value-Add add-on.

The electronic data transfer to principals' back office system and to liner agents own ERP system, is setup to distribute relevant charges.

The e-Yield Suite support the operations of an independent liner agent in the schedule-quote-booking process allowing the agent to interact with his customers in a uniform manner focused on the local market, whilst re-using all data electronically towards principals, own systems and other partners.

e-Yield Deployment Scenarios:

- FCL Consolidators
 - Deep Sea Shipping Line
 - NVO/ NVOCC
 - Short Sea & Ro/Ro Operator
 - Feeder Operator
 - Air-Cargo Operator
 - **Rail Operator**
 - Independent Liner Agent
 - Barge Operator
 - LCL Consolidators
 - Truck Fleet Operator
 - Perishables Logistics Provider
 - -cargo- Low Cost Carrier, cLCC
- Note: a transport provider may seek hints from multiple scenarios.*