

CWT GLOBELINK GROUP

NEWSLETTER

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WHY THE LOGISTICS NETWORK MUST BE DIGITALISED

Group CEO of CWT Globelink Group, Mr. Daniel Tok, discusses why the logistics network must digitalize in order to defy current and future disruptions.

There are many moving parts when it comes to the supply chain and logistics industry. From freight forwarders to manufacturers and importers or exporters, the supply chain industry is an ecosystem that operates in both synchronicity and in relation to one another.

That, however, makes it highly sensitive to all forms of disruption. Changes in consumer shopping habits can drastically impact operations. For instance, with Southeast Asia seeing a 63% increase in e-commerce gross merchandise value from 2019, there were major adjustments required to cater to this demand for the industry to adapt and evolve accordingly.

On top of that, 2020 itself saw a whole new operating field for the industry due to the pandemic. Medicine, agriculture and manufacturing are just some of the goods essential in helping the world stand on its feet throughout this period. One major challenge lies in ensuring goods are where they needed to be even as everything was in disarray; a challenge that required a deeper look at the state of the supply chain industry overall.

The Golden Hour

Supply chain has long been a high-volume business on almost all fronts. Increased activity in the eCommerce ecosystem, however, has rapidly accelerated purchase patterns and the mode of delivery. This has permanently altered the way goods are being transported and supplied between online marketplaces.

Last year has highlighted the gaps within supply chains, but it has also brought with it the adoption of new solutions. Higher volume demand coupled with the restriction of working environments proved that services needed to function even as personnel were working remotely. We also witnessed how legacy systems made way for cloud-based systems capable of automating processes, counteracting the reduction of manpower, despite the increase in volume and transactions occurring in part due to the acceleration of eCommerce.

There is no doubt that there has been a reduction in demand for certain services, but those who were already on a path to digital transformation before the pandemic were able to reap the rewards of business resilience better than others. Embracing emerging technologies including AI, Machine Learning, Bot and Analytics have allowed teams to identify new opportunities and stay lean using a data-driven approach. This further ingrained the need to adopt a future-facing approach that is capable of not just planning for the now but also remaining steadfast in the face of the unexpected.



WHY THE LOGISTICS NETWORK MUST BE DIGITALISED

Casting the Right Sails

Technology has always been the wind behind the sails of success, and we foresee emerging technologies continue to integrate within both the up and downstream. Now, having a business digitally ahead of the curve sends a clear message on the resilience of the supply chain – a highly attractive prospect in this “new” economy.

A majority of our customers are mainly freight forwarders themselves, and we ourselves are a Non-Vessel Operating Common Carrier (NVOCC) operating in the Less than a Container Load (LCL) segment. As such, for our forwarder customers who operate on a global scale, they require partners who are collaborative to understand their needs and vision. Achieving this involves CWT Globelink’s services with our customers and partners through business processes using API/EDI/gateway technologies. This reduces the need for manual processes and creates cohesion among all those who are involved, making it easier to pursue common objectives and serve our customers with the combined efficacy of the digital tools at our disposal.



One example of our digitisation effort is the deployment of bots with Artificial Intelligence (AI) and Machine Learning (ML) capabilities to process and analyse big data, removing the need to perform menial tasks such as invoice data entry. These features perform most optimally when operating out of the same operation resource, reducing manual processes for us, our collaborators and ultimately, for the customers.

Nowadays with industry players having to manage a breadth of moving parts, having multiple touchpoints for the benefits of customers has also become just as important in driving new value across the supply chain. This ranges from online portals, messenger platforms as well as mobile applications. Providing customers with an array of options to better communicate with agents and partners into our network then further greases the efficiency of data transformation and business processes along the whole chain.

CWT Globelink has achieved this with the help of Low Code application development technology. We utilize Oracle Application Express (APEX) to accelerate enterprise application development that runs on Oracle Database, both on-premise and also on cloud. This allows us to stay abreast of developments across our supply chain when the pandemic hit. This served as a key component in fulfilling customer demands in highly fluid operating circumstances.

WHY THE LOGISTICS NETWORK MUST BE DIGITALISED

The takeaway for the Journey Ahead

As a global player for LCL segment in the Supply Chain and Logistics industry, a majority of our business comes from small freight forwarder players. Adding on the changing landscape of the industry, it was important for our growth and scaling as a global player to adapt to changes, while providing the means and tools for other players to continue operations by leveraging our expertise and capabilities.

The foundation of all business processes and operations should be constantly monitored and upgraded, just like the hull of a ship. With a solid foundation, we can look at expanding our services not only to our benefit but for the benefit of our customers to create a more efficient ecosystem for everyone to thrive on.

Moving forward the digital waves will continue to come storming in, and even the biggest ships that do not stay ahead of the curve will face rough tides. Opportunity comes to those who are ready, and we must prepare ourselves so that when the opportunity presents itself, we can capitalise on it effectively.



GLOBELINK'S TECHNOLOGICAL CAPABILITIES

In this edition, we will be showcasing some of the technological capabilities that Globelink offers. Digitization has always been a key strategy for the Group as we continuously strive to improve on our productivity and efficiency, which in turn adds value to our customers.

Below are the tools and functionalities that would be beneficial for our customers:

Track and Trace Online (T&T)

A cargo tracing web tool is made available to provide milestones of the events occurred at respective ports – Loading Port, Transshipment Port and Discharge Port

Tracking of shipments based on 10 key milestones

Shipment status are available online 24/7 for convenient access

Enables download of key documents via PDF format

Ability to download shipment status

Provision of milestones can be also obtained through EDI/API function



e-Schedule

Upcoming sailings of direct trade lanes and corresponding vessel details

Information like CFS Closing, Transit Time, Frequency and Sail Date, Departure/Arrival are available for shipment planning

Sailing schedules are made available online for viewing, easy print access and downloadable as soft copy

Could be transmitted via EDI/API directly to customer's system



[-] SEARCH										
POL Country :	SINGAPORE	POD Country :	Select One	ETD POL (From) :	Pick a date	SEARCH				
POL :	Select One	POD :	Select One	ETD POL (To) :	Pick a date	RESET				
Show	10	entries	Search:							PDF
Vessel	Voyage	POL	Closing	ETA POL	ETD POL	POD	ETA POD			
SEADREAM	889W	SINGAPORE	2020-07-28	2020-07-29	2020-07-29	ABIDJAN	2020-08-02			
CMA CGM URAL	032S	SINGAPORE	2020-07-15	2020-07-16	2020-07-16	ADELAIDE	2020-07-31			
NISC CARLA 3	FC831A	SINGAPORE	2020-07-27	2020-07-28	2020-07-28	ADELAIDE	2020-08-09			
NISC DITTE	028W	SINGAPORE	2020-07-17	2020-07-20	2020-07-20	ALEXANDRIA	2020-08-12			
NISC ZOE	029W	SINGAPORE	2020-07-24	2020-07-27	2020-07-27	ALEXANDRIA	2020-08-19			
CMA CGM BENJAMIN FRANKLIN	0FMARW1M	SINGAPORE	2020-07-17	2020-07-18	2020-07-18	ALGECRAS	2020-08-05			
YM WEALTH	149W	SINGAPORE	2020-07-15	2020-07-16	2020-07-16	AGABA	2020-08-01			
YM WINNER	028W	SINGAPORE	2020-07-17	2020-07-18	2020-07-18	ASHDOD	2020-08-03			
YM WORLD	027W	SINGAPORE	2020-07-29	2020-07-30	2020-07-30	ASHDOD	2020-08-15			
SEASMLE	032S	SINGAPORE	2020-07-16	2020-07-17	2020-07-17	AUCKLAND	2020-08-02			

GLOBELINK'S TECHNOLOGICAL CAPABILITIES

e-Booking

Enables booking of shipments to be done anytime and anywhere via our online portal

Ability to accept bookings via EDI/API connections



Connectivity

Our system is CargoWise and INTRA enabled and have the ability to connect third party gateways or via direct link to our customer's system.

Seamless booking process and electronic flow of information.

Customized booking templates in line with our customers' existing formats to ensure no major changes will be needed to embrace the connection.

One-time setup and connection to our HQ server and you are connected to our global network!



Rates Calculator

All-in-one LCL Tool to facilitate and simplify the LCL selling process

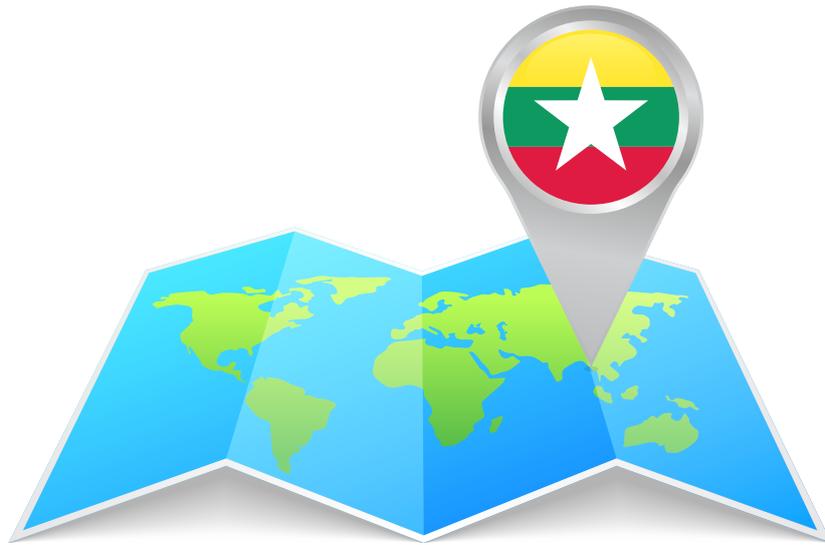
LCL Calculator for agreed filed rates

Schedules and service details such as routing, frequency, transit time are all made available via the online tool

Additional features like markup, sending of quotations are all available via the tool

A screenshot of a web application interface for the LCL Rates Calculator. It features a calculator icon, the title "LCL Rates Calculator", and a login form with fields for "username" and "password", a "Remember username" checkbox, and a "Sign In" button. The background shows a keyboard and a mouse.

NOTICE: EXPORTS TO YANGON, MYANMAR



This is to inform due to escalating situation in Myanmar, Globelink has temporarily suspended our LCL export services to POD Yangon.

**We are observing the situation closely.
As soon as the situation stabilises, we will look to resume the LCL export service to Yangon.**



Public Holidays for March

COUNTRY	DATE	HOLIDAY (2021)
Australia	08 Mar	Labour Day Melbourne
Bulgaria	03 Mar	Liberation Day
India	11 Mar	Maha Shivaratri/Shivaratri
Indonesia	11 Mar	Isra Mi'raj Nabi Muhammad
	14 Mar	Hari Raya Nyepi
Korea	01 Mar	Independence Movement Day
Kuwait	11 Mar	Isra and Miraj
Malaysia	11 Mar	Maha Shivaratree
	12 Mar	National Day
Pakistan	23 Mar	Pakistan Day
Philippines	16 Mar	Davao City Day
Sri Lanka	11 Mar	Maha Shivaratri
	28 Mar	Madin Full Moon Poya Day
U.A.E	10 – 11 Mar	Prophet's Ascension