In for the Long Haul with OPUS Container Solution

PIL

Two ships. This was what Pacific International Lines (PIL) started with back in 1967. Today, PIL operates a container fleet size of 450,000 TEUs, with the figure expected to soon hit 600,000 TEUs.

Headquartered in Singapore, PIL has grown from strength to strength since its founding to become the ninth largest containership operator in the world today. With a reputation grounded in the trades connecting Asia, Africa, and the Middle East, PIL's operating fleet size has expanded to 160 vessels serving over 500 ports spanning 100 countries. As it continues to break new ground in emerging markets, PIL is determined to maintain its edge in the highly competitive shipping industry by embracing digitalization.

CHALLENGES

While container operators are seeking cost-cutting measures to improve profitability, PIL saw the need for strategic solutions rather than having quick fixes. They recognized that the solution lies in a technological investment that could optimize operations and expand profitability in the future.

PIL's container fleet size expanded from 80,000 TEUs to 450,000 TEUs in just 15 years – an increase in operating volume of more than fivefold. As their business growth was fast outstripping the capacity of their legacy container management system, the team required a more comprehensive and integrated solution that would provide them with better visibility and control over both revenue and costs. At the same time, depressed freight rates, excess capacity and increased operating costs have beset the global shipping industry - issues that no mere cost-cutting exercise could resolve.

Therefore, the PIL team took the decision to improve and re-engineer processes at all levels in the organization so as to sharpen its competitive edge. In 2013, a working group comprising 13 subject matter experts from three countries - Singapore, China and India – was formed to do a deep-dive into digitalizing and streamlining its processes. After spending two years gathering user requirements and conducting product evaluations, PIL decided to award the project to CyberLogitec for its container carrier operations solution, OPUS Container.

> **"** *OPUS Container is an enabler of the industry's best practices. From resource management to cost management, we have optimized our operational processes and achieved greater insights on our yields. Besides having a direct impact on improving our bottom line, the improvement in data quality and streamlined processes have also hugely benefited our people who are reporting greater capacity to focus on more strategic planning work.* **"**

Yvonne Lim
Executive Director (Commercial)

The OPUS Container solution was chosen for its benefit-rich capabilities. Most importantly, it could:

Consolidate information and provide comprehensive reporting allowing a 360-degree view of costs and revenue

Streamline operational processes

Reduce error rates

Scale up and down quickly in response to business demands

SOLUTION

By collecting data at every stage of container carrier operations, the OPUS Container solution has redefined and enhanced reporting, planning and management processes at PIL.

The transformational impact from implementing OPUS Container was felt nowhere more keenly than in reporting and cost management.

With a single platform for costs management, comprehensive reports are generated more quickly in real-time; this has enabled PIL to effectively capture their performance on key metrics, reduce errors in documentation and analysis, and improve efficiency. Greater visibility and more user-friendly tools for report generation have brought about improved insights and accountability. The company has been able to rectify errors promptly and has successfully recovered close to USD3 million of revenue over 10 months since implementation.

Within the OPUS Container solution, vendor agreements are consolidated so that cost registering, processing and approvals are updated on a single platform, reducing duplication in work and over-payment. Agency settlement moved from monthly manual preparation, to automated weekly reports that minimized account reconciliation required by different systems. With timely visibility of the company's financial position, the management has been able to make more informed decisions and seize appropriate business opportunities at the right time.

RESULTS

As OPUS Container solution enables terminals and depots to optimize data exchange via Electronic Data Interchange (EDI) on container movements, container detention or demurrage calculations are more timely and accurate. All parties have real-time access to updated information. These changes have culminated in improved auditing where duplicate or missing information can now be clearly identified and rectified immediately.

OPUS Container's capacity for vessel operation management has also accelerated improvements in terminal performance and vessel turnaround. Its vessel schedule simulation functionality has resulted in significant improvements in vessel performance and port service orders.

The solution has further enhanced customer satisfaction as customers can now retrieve detailed container shipping status instantly. The solution's capacity for integration with compatible systems has enabled PIL's office in the United States to merge data with its web service. Customers using this customized portal can now have 24/7, anywhere access to their booking status, shipping instructions and Bill of Lading.

Since OPUS Container was rolled out in 2017, PIL has reaped numerous tangible benefits. PIL remains committed to innovation, efficiency and accountability as it looks ahead to expand its horizons.

> *OPUS Container has vastly improved our mission-critical systems with its resilient build, comprehensive functionality, and capacity to scale. It has provided PIL with better integration, transparency and more timely information that translate to better decision making.*
>
> *Most importantly, the CyberLogitec team's professionalism and expertise gave us the assurance of a reliable team and an agile and future-proof solution to see us well into the future as we diversify our offerings and expand into other geographical markets.*
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> **Lisa Teo**
> *Executive Director (Corporate Development)*

CyberLogitec empowers the world's supply chain with advanced technologies that solve operational challenges and meet the exacting demands of our industry. From maritime shipping operations, port and terminal operating systems to logistics forwarding and warehouse management, our integrated solutions help your business respond swiftly to changing operational needs. Our technology's advanced algorithms digitize and automate data exchanges to improve efficiency, competitiveness, productivity, and service, no matter which part of the global supply you operate within.

For more information on CyberLogitec, please contact us at: **sales@cyberlogitec.com** or visit us at **www.cyberlogitec.com**