



Catching the Wave with ALLEGRO solution



From Shanghai, Chinese shipping industry captain China United Lines (CULines) has been operating at an annual capacity of 300,000 TEUs, and it has sights set on more. It wants to take on the world's largest and fastest-growing trade channel: the one between China and Southeast Asia.

Established in 2015, China United Lines (CULines) has become a significant player in short sea shipping with its provision of shipping across the Taiwan Strait, container shipping along the coast and Yangtze River, as well as inland shipping. Over 20 major shipping lines and 1,000 consignors are using its premium maritime transportation services around the world. Through berth cooperation, its routes have started expanding to South Korea, Singapore, Thailand, India, Pakistan and other countries and regions.

CHALLENGES

With the expansion of China United Lines (CULines) came new opportunities for cost savings and revenue growth. The CULines team saw that enabling such opportunities would require a robust container carrier operations solution to streamline processes, optimize operations and maximize profitability.

Such a holistic solution for the rapidly-growing business should:

- Provide capacity for scalability as the business expands global operations
- Enable electronic data interchange (EDI) so as to enhance data transparency and generate valuable Big Data
- Centralize key business processes essential to shipping operations
- Have a reliable, robust IT infrastructure for maximum uptime.

After a year-long assessment of options available in the market, CULines concluded that CyberLogitec's Allegro solution would meet all its business requirements, now and into the future.

“CULines is known for pushing the envelope on value-added services, and now Allegro is enabling our customers to have 24-7 traceability of cargo and shipment information. At the same time, the electronic data interchange is giving us rich customer insights on how to improve operations. Allegro was created by shipping veterans who know the business inside-out, and it shows.”

Kevin Ding
Executive Vice President



RESULTS

In adopting Allegro as a single platform for all its key processes, the company has streamlined and optimized operations such as container activity planning, booking auto-rating and special cargo validation. Allegro's use of intelligent algorithms to achieve these meant a significant simplification of the processes, leading to a sharp drop in the volume of human input errors; this enhanced overall productivity, efficiency and profitability. The benefits are further amplified by the integrated application platform as they are cascaded across the global offices of China United Lines (CULines).

By having key business processes and data parked on a central repository, staff now only need to access the Allegro interface for business applications and shipping processes such as shipment status and Bill of Lading information. This has brought about many benefits, including:

- Enabling 24-7 access to shipment information
- Streamlining communication
- Reducing the need for double input of the same data
- Maintaining standardized data format.

Greater visibility and a more dynamic service network are also allowing CULines to reap benefits such as improved cost control and revenue. Better efficiency in operations (such as rapid and accurate quoting and pricing; optimized load factor; responsiveness to exception handling) has resulted in higher productivity, better decision-making and improved asset utilization.

In addition, the improved electronic data interchange

(EDI) capabilities are extracting valuable data that is being used as business intelligence to inform business plans on pricing, cost management, resource allocation and service offerings among others.

The rollout of Allegro solution has reinforced CULines' capacity for assessing and improving its service lanes. Efficiency gains have led to a positive impact on the bottom line, and staff are leveraging them further for more strategic efforts across multiple business domains, including procurement and asset utilization.

Across the company, there is greater confidence in CULines taking on the trade channel between China and Southeast Asia, and growing its share of this highly competitive market.

“ *We've seen a definitive positive bottom-line impact from adopting Allegro, especially with EDI integrated into business applications and shipping operations. Because of the whole host of features that comes with Allegro, we're confident these benefits will scale in proportion with our business as we push into other markets and expand our value-added service offerings.* **”**

Tiger Shen

General Manager | General Management Department

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