How to get the most out of your cargowise system, boost productivity and become a champion of EDI

Recipes for Success – Recipes for failures

Håkan Nilsson, CEO, Zinnovate International

THE POWER OF PARETO ON PARETO (80/20 – RULE MAGNIFIED)

- You only need 20% to reach 80%

- You only need 4% to reach 64%

- You only need 0,8% to reach 51%

- **Vision -> Strategy – Execution -> Result**

- Vision **-> Strategy ->** **Execution** **->** Result

EXECUTION EATS STRATEGY FOR BREAKFAST

- **Congruent** Communication fuels project success, **non-congruent** Communication sabotages project success
- **Change Management**
  - System migration is (only) the enabler – Benefits arise when **staff** or **customers** act in new ways
- **Gain and Pain Management**
  - There will be big gains and some additional pain in the organization. Pain and gains will not be evenly distributed:
    - Central vs Local, Export vs Import, Operations vs Finance
  - What matters is the **overall gain** for the company – it **takes strategic execution** to get there!
- **Keep it Simple!**
  - Whenever you face a hard decision between viable alternatives go for the least complex

DEPLOYMENT TACTICS

- **Push projects fail. Pull projects succeed. Period.**
  - But we need to push change through the orgaization so.. the key to successful change is making push projects appear as pull projects

- **Local ownership** is make it or break it factor **– give credit, don't take it** (works wonders)

- The power of **early wins**

- **Industrialize roll out**
  - Strong core team, Multiple regional teams
  - Cultivate **one-team**-belonging across core, regional and local

- **Integrated Functionality drives Productivity**
  - Integrated **modules** across Air, Ocean, Road, Warehouse, CRM, Accounting, Web Tracker etc.
  - Integration across **geographies** in a COEX landscape

- Taking time to **reflect** so as to **finetune** is unbelievably hard but enormously rewarding

PEOPLE

- People should be on the project for **the "right" reasons**

- Identify beforehand if and when **re-learning** is needed as part of the training
  - Knowledge Transfer vs Habitual Behaviour – Knowing what to do is not a guarantee for Doing what you know

- Training without **lots of doing** doesn't stick

- **System** and **Process** changes may require **Organizational** changes to give full effect
  - The classic dilemma: new global functions to drive global optimization vs added overhead

- Managementh myth: People resist change
  - People don't resist change if the change provides….**immediate positive** consequences to them

PROCESS

- Single File – great opportunities and some challenges...
  - Export / Import hand-over
    - Productivity, Quality, **Ownership of Data**, **Network behaviour**

- Finance – OPS
  - **End-to-End efficiency, quality and control across interfaced systems**
  - Easier said than done....

- Implementation of **standard processes** might be **perceived as a loss of autonomy** by local units

- NO is unfortunately one of the most important words in the project dictionary
  - **Ever changing scope / requirements are a major threat**

SYSTEM

- **System Performance is critical to User Performance**

    - **Only db and code experts can tell you what application experts cannot**

- It may sound counter intuitive but **System Design drives Processes**

- Understand implications of **Built-to-Scale vs Brought-to-Scale**

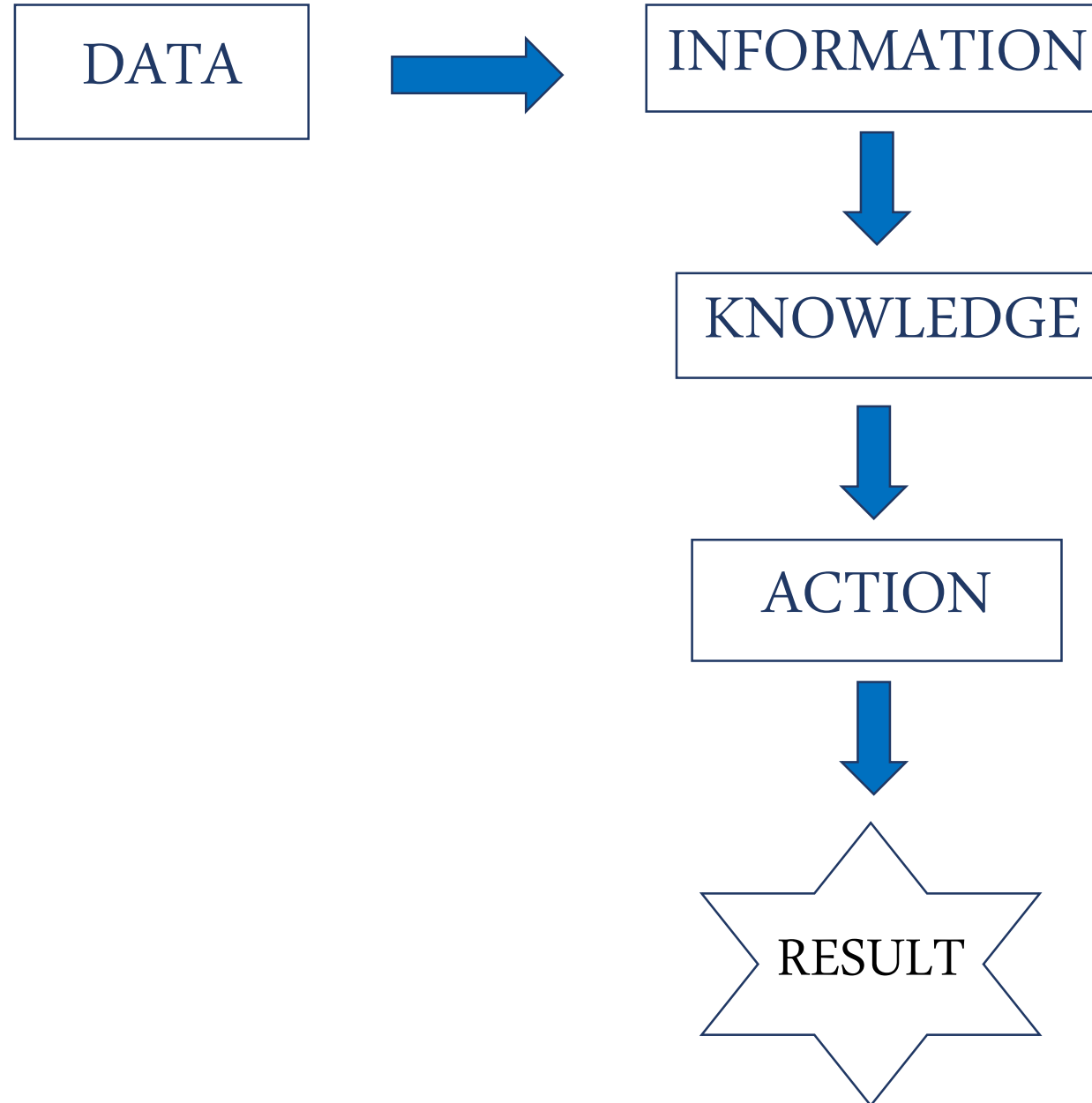   - Volume, eAdapter, Reports etc.

Inform~~ation~~ is power

No, information is only potential power

What is stopping the chain?

- Information is scattered in different places

    What is the cure?

- EDI/Integration

- Information is not structured and presented in an actionable fashion
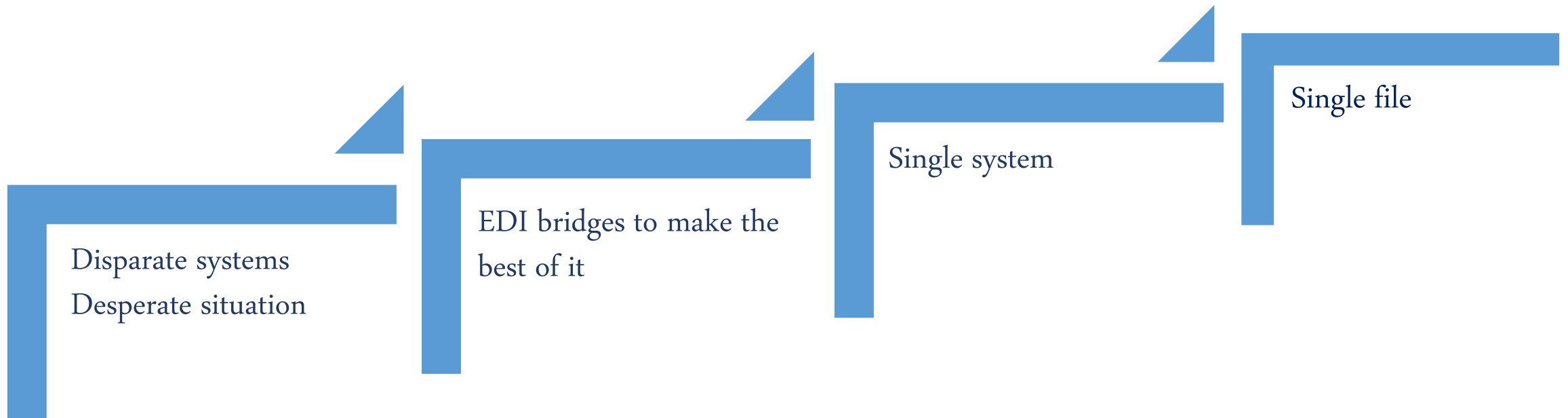
    What is the cure?

- BI

Stairway to heaven

The globally optimized productivity heaven

Single file

Single system

EDI bridges to make the
best of it

Disparate systems
Desperate situation

Customer references Zinnovate team. Integration / e-Solutions

Logistic provider references Zinnovate team: Integration / e-Solutions

Integrators

World of airlines via DESCARTES

Examples: SINGAPORE AIRLINES   BRITISH AIRWAYS   Lufthansa

INTTRA   GT NEXUS

World of oceans carriers

Examples: MAERSK   EVERGREEN LINE   CMA CGM

Zinnovate EDI Portfolio

➢ Integration Projects: High Quality – Short Lead time

➢ Integration Platform: High Performance – High Reliability – Low Cost

➢ Reseller of xTrade the Advanced Communication Solution

Zinnovate Integration Platform

- Integrated graphical mapping tools, message parsers and communication protocols supporting over 10.000 messages / minute

- Support for an extensive range of data exchange formats:
  EDIFACT, ANSI X12, XML, IDOC, CSV, Flat-files, in-house formats and more

- Native support for a large number of communication protocols:
  FTP, SFTP, FTPS, EDIINT AS1/AS2/AS3, HTTP, HTTPS, SMTP, POP3, IMAP, OFTP2, Web services and clients

Zinnovate Integration Platform

- Easy GUI for all configurations: Trading Partners, mappings, communication setup and rules

- Built in message and process scheduler

- Advanced alarm for pro-active monitoring and exceptions/alarm handling

Zinnovate EDI and CargoWise

- Integrated eAdapter Web Service for direct connection to ediEnterprise and cargowise 1

- Native support for ediEnterprise and cargowise 1 XML formats, Universal XML, Native XML including legacy Standard XML as well as CargoIMP messaging

- Easy integration of systems, partners, suppliers and customers with ediEnterprise

- Send and receive shipments, consoles, events, orders, warehouse messages, invoices, statuses, shipment notices, bookings, CRM, finance data and more

WiseService   WiseTechnical
PARTNER   PARTNER

Zinnovate EDI for freight

- Integrations and modules to send invoices to customers, status to customers and partners, shipments, consoles and transport bookings to partners and receive bookings from customers, manifest and shipment data from agents and automatically create consoles and shipments

- Web based EDI message trace to search sent or received messages from ediEnterprise, cargowise 1 or any other connected system using your own data such as shipment#, booking#, invoice# etc or search for any of your customers optional data as order#, booking#, SKU etc.

DEPARTING THOUGHT

Information changes nothing

Decisions change everything

Find more information at www.zinnovate.se or contact us at sales@zinnovate.se

Zinnovate was founded in October 2013 with an ambition to help global logistics firms unleash the full value of their IT investments. This is achieved through a unique service offering based on business process-and IT portfolio-analysis coupled with customized IT service. Zinnovate is based in Stockholm, Sweden and has established a global reach through international partners