CargoSmart Delivers Solutions for Improved Decision-making and Cost
Customized analyses, daily improvements, higher throughput, competitive value

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—Ralph Ho, Senior Manager, Customer Integration

TRAILBLAZER
AWARD

CHALLENGE

"The shipping industry is becoming more dynamic due to greater competition, shifting ocean carrier alliances, the need for better insights and faster decision-making, and also, growing customer sophistication and demand for improved visibility and performance," explains Ralph Ho, senior manager in the B2B group.

"Right now, most carriers are in catch-up mode regarding their backend technology, and they don't have the time, capability, or capacity to take advantage of big data analytics—but we definitely think it is a key to speed decision-making. Without it, carriers will have higher costs due to, for example, higher terminal handling fees and bunker costs. These are costs that prevent them from satisfying their customers.

"CargoSmart wanted to use advanced analytics to provide unprecedented visibility to ocean carriers so they can plan ahead in case of disruption and make use of real-time analysis to improve decision-making."

SOLUTION

"First of all, we needed a platform that would allow us to crunch different kinds of data in high volumes and provide real-time analysis," continues Mr. Ho. "The platform would need to be scalable and allow us to implement new data sources and become more data-driven so we can deliver our solutions quickly. We also needed data visualization so we could quickly meet a customer's requirements.

"The two major technologies CargoSmart required was, first, a real-time event processing and detection engine. And, second, an analytic platform to provide data visibility and end-user dashboards so customers can make faster decisions.

DETAIL

4X

Increase in vessels monitored

CARGOSMART LIMITED

CargoSmart provides global shipment management software solutions that enable shippers, consignees, logistics service providers, non-vessel operating common carriers (NVOCCs), and ocean carriers to improve planning and on-time deliveries. Connected to over 30 ocean carriers, CargoSmart leverages big data sources and a cloud-based platform to offer award-winning sailing schedules, visibility, documentation, contract management, compliance, and benchmarking solutions.

FAST FACTS

Launched: 2000
Headquarters: Hong Kong
Vessels tracked: 5,000
Professionals assisted: 130,000

DETAIL

3.5%

Reduced fuel consumption for carriers

"We began our relationship with TIBCO in 2007 when we started building an event-driven architecture. It's a platform that processes a large amount of data from many different kinds of sources. We've continuously evolved, and are now adding TIBCO Spotfire® for predictive analytics. It has powerful analytic tools that can be accessed from any location, any device, any platform—and data visualization that we can offer to customers so they can quickly adapt to their changing needs.

"We want to build a solid prediction model based on alerts and exceptions, and we also want to continuously improve our machine-learning approach based on new data sources."

BENEFITS

FAST, CUSTOMIZED SOLUTIONS FOR CUSTOMERS

"TIBCO's agile technology allows CargoSmart to facilitate, or to co-design with customers, custom analyses and dashboards. It's shortening time to market and also allowing us to deliver exactly what the customers needs to meet their business objectives," says Mr. Ho.

DAILY IMPROVEMENTS, HIGHER THROUGHPUT

"TIBCO's Professional Services have allowed CargoSmart to gain expertise in a short amount of time," he says. "We are also able to quickly fine-tune our system, making us more responsive to customer needs. Before TIBCO, it took us about two weeks to do a release cycle. Now with the platform enabled, we do daily releases.

"The high throughput and low cost to scale, as well as the time-to-market, helped us increase the number of vessels we monitor by four times over the past year and a half."

COMPETITIVE VALUE

"With our real-time event processing and detection engine, one carrier reported that 90% of their vessel schedule updates can be completed within an hour, where with the previous mechanism, it was only 32%," says Ho.

"We developed a vessel speed and route monitoring application that analyzes vessel's speed and distance against a complex variety of factors. The application has helped ocean carriers reduce fuel consumption by up to 3.5% over the past two years."

FUTURE

"Winning a TIBCO Trailblazer award is recognition that proves CargoSmart is moving in the right direction. We built an application and the market has recognized our success. We will continue to leverage big data analytics for decision-making and creating business opportunities."

TIBCO®

TIBCO Software empowers executives, developers, and business users with Fast Data solutions that make the right data available in real time for faster answers, better decisions, and smarter action. Over the past 15 years, thousands of businesses across the globe have relied on TIBCO technology to integrate their applications and ecosystems, analyze their data, and create real-time solutions. Learn how TIBCO turns data—big or small—into differentiation at www.tibco.com.