



## Electronic Booking Capabilities Streamline the Booking Process for a Stronger Supply Chain

To stay competitive, importers constantly look for ways to improve operating efficiencies and drive down costs, while continuing to meet customer demands. And, because APL Logistics is uniquely positioned with an intimate knowledge of the supply chain process and an impressive operating system, we are able to offer solutions and apply advanced technologies that do just that.

## Presenting Our Electronic Booking Services

Our web-based and user-friendly Electronic Booking Services are accessible through MyPortal and powered by Logistics SuperSuite — APL Logistics' next generation integrated logistics platform. With our Electronic Booking Services, we automate the historically tedious and effort-intensive booking process. Our electronic booking capabilities also allow shippers to better manage resources and improve productivity throughout their supply chain.

Instead, with only a password, ID, and Internet connection, shippers fill out straightforward and user-friendly Web forms that seamlessly integrate with the APL Logistics operating system. This process improves data integrity downstream by eliminating manual re-entry, speeds up the booking process, and improves efficiencies through interactive profiles and business rules.

## Easy to Use

Our Electronic Booking Services offer the shipper several features and options in creating the shipping order: through the use of “favorites” or templates, from a historical shipping order; or through the creation of a blank new shipping order by automatically filling in order details. Because the application is built around interactive profiles, key fields are easily populated including manufacturer; customer; consignee, notify party, as well as port of loading — minimizing data entry for the shipper and ensuring all required information is incorporated. Depending on the nature of the booking, the system may automatically authorize the booking and provide a booking number to the shipper in just seconds.

## Qualitative and Quantitative Benefits

- Eliminates time of paperwork administration and faxing for shippers
- Improves data integrity through reduced re-keying, as well as through system checks and validation
- Removes geographic and time barriers via Internet
- Allows shippers of all sizes to use the system because of the minimal systems requirements
- Reduces total booking response time
- Generates automatic e-mail to acknowledge the booking submission and to inform of APL Logistics' acceptance or rejection of the booking
- Eliminates costs of paperwork administration and faxing for shippers
- Provides tracking of historical booking transactions for shipper
- Supported and developed by leader in applied supply chain technologies



## **APL Logistics' Electronic Booking Capabilities are Good for Business**

By improving efficiency and accuracy while reducing efforts, the entire supply chain is strengthened. And with it, the relationships associated with the supply chain from supplier, to final consumer. Our Electronic Booking Services are some examples of APL Logistics' dedication to building lasting partnerships and its investment in technologies that help advance that cause.