

# Streamlining Sea Route Booking with an Integrated Online Platform

In today's global economy, efficient logistics management is paramount for businesses involved in international trade. Recognizing this need, Invimatic collaborated with a leading technology solutions provider to develop an innovative sea route booking platform. Leveraging advanced technologies like blockchain and hyper ledger, the platform aims to revolutionize sea freight logistics.

## Company Overview

Invimatic, a renowned technology partner, joined forces with the client to tackle the complexities of sea freight logistics. With expertise in crafting digital solutions, Invimatic played a crucial role in developing the platform. The client, a leader in technology solutions, sought to enhance efficiency in the sea freight industry. Together, they aimed to create an intuitive platform that seamlessly connects exporters, importers, and freight forwarders with shipping companies, automating processes and reducing operational costs.

## Challenges

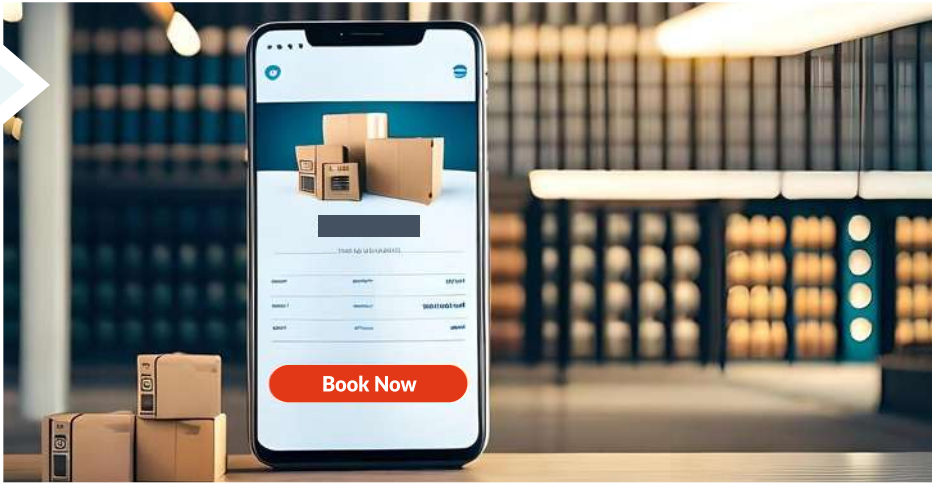
Prior to the implementation of the platform, the sea route booking process was often cumbersome and time-consuming, involving manual paperwork, communication delays, and a lack of real-time tracking capabilities. Exporters, importers, and freight forwarders faced challenges in securing timely bookings, tracking shipments, and managing contracts efficiently. Additionally, the lack of transparency and visibility into the shipping process posed significant challenges for all parties involved.



## Solutions

### Seamless Cargo Booking

Exporters and importers can easily book cargo through the platform, choosing containers and managing contracts online.



### Real-time Tracking

The platform provides real-time tracking of shipments, allowing users to monitor the status of their cargo at every stage of the shipping process.



### Payment Gateway Integration

An Integrated payment gateway allows exporters and importers to securely book and pay for containers online.



### Clearing & Contract Management

The platform facilitates clearing from house agents and enables efficient contract management with exporters.

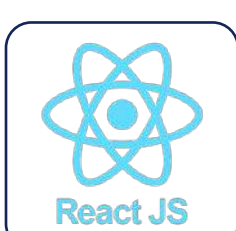


### Agency Access

Freight forwarders act as agencies and access the platform to manage bookings and track shipments on behalf of their clients.



## Technical Stack



## Results

- **30% Reduction in Booking Time:** The automated platform has reduced booking time by 30%, allowing exporters, importers, and freight forwarders to secure bookings more quickly.
- **Enhanced Productivity:** Real-time tracking capabilities have improved transparency and visibility into the shipping process, reducing disputes and delays.
- **Timely Issue Resolution:** The platform has streamlined operations for all stakeholders involved, resulting in improved efficiency and reduced operational costs.
- **Increased Customer Satisfaction:** Exporters, importers and freight forwarders have reported higher levels of satisfaction with the ease of use and functionality of the platform.

## Conclusion

The integrated sea route booking platform developed by our client has successfully addressed the challenges faced by exporters, importers, and freight forwarders in the sea freight logistics industry. By leveraging advanced technologies and innovative solutions, the platform has revolutionized the sea route booking process, enhancing efficiency, transparency and customer satisfaction.