

Digital transformation

July, 2021



How the Intertrans Group is adapting to offer new digital solutions to customers and support their business even better through innovative products.

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Message from the CEO

Dear readers,

The Covid-19 pandemic has hit many industries and companies hard and painfully. It has brought anxiety to our professional and personal spheres. However, like any crisis, it also offers important lessons for us to learn and opportunities to take advantage of. It changed our business lives almost overnight. We smoothly switched from face-to-face meetings to teleconferences, client visits to e-mails, and business trips to online collaboration. Not only was it possible for us to adapt to the changes, but we have proven that we can maintain and in some cases even exceed our previous effectiveness working in these ways. For the Intertrans Group, it was also an excellent opportunity to accelerate our digital transformation and adjust our roadmap to support our customers and partners better in this changing environment.

For most freight forwarders, increasing efficiency and productivity is the main goal of their digital transition. However, our primary focus in this process is customer centric. We strongly believe that the development of our digital capabilities must contribute to making our customers successful.

We are happy to release this special edition of our magazine, fully dedicated to the theme of the ongoing **digital transformation** which is occurring within our organization. We still have significant changes ahead of us. As we modernize our operating practices, we are looking to also raise the bar for the rest of our industry.



Mr. Eddy Allaert
CEO

Our IT development tradition

Founded in 1951, Intertrans has always developed a forward-thinking entrepreneur culture. We implemented our first computer in the early 60s. In 1978, we started cooperating with our IT subsidiary Dornach to provide a full set of IT support to our transport and logistics services. In the 80s, we developed our first generation transport management system (TMS) based on a sequential file system.

At the end of the 90s, we updated the TMS to its second generation based on a relational database

and a client-server-architecture. Since 2000, we have developed a set of web applications and mobile solutions to support our customers. We have been increasing electronic integration with our customers and partners.

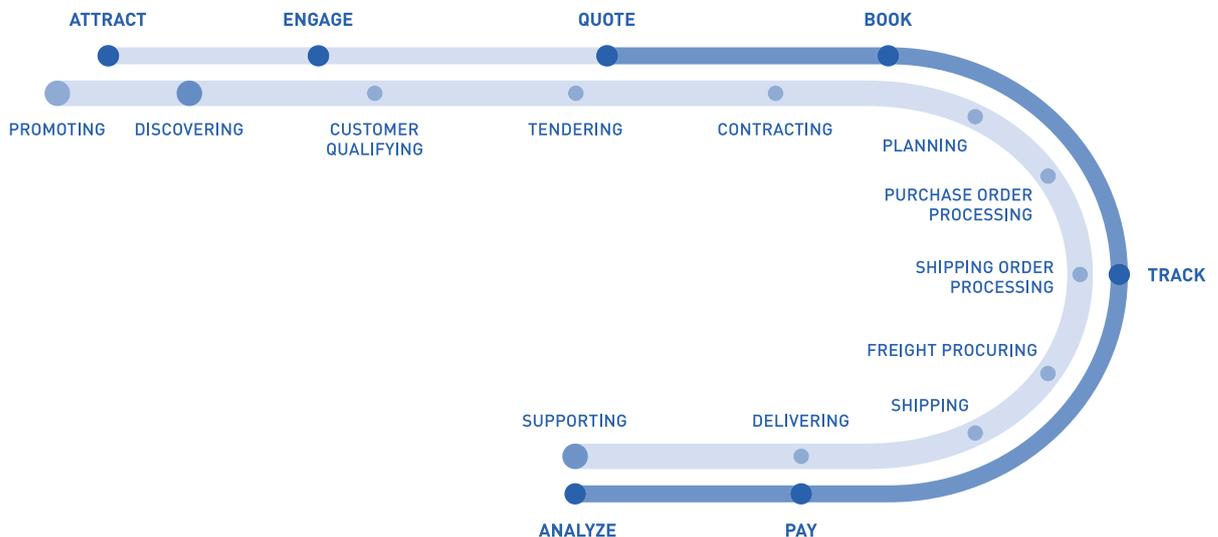
This long tradition of IT development has always been the key enabler for us to provide quality services towards our customers while remaining competitive and offering excellent productivity.

Freight Forwarding and digitalization

In terms of digitalization adoption, the cargo transport industry is far behind its sibling - the passenger transport industry. Nowadays, booking passenger flights through an airline website or an online flight aggregator is the standard way most people buy flights, while the majority of cargo transports are still processed manually and offline (via mail, phone calls, or by physically visiting the customer, etc.).

This obliges the transport and logistics industry to undergo a rapid and deep digital transformation.

Our customers need proactive connectivity, real-time response, and personalized supply chain solutions. A seamless customer experience and ease of doing business are not only superficial niceties, but rather necessary conditions for a strategic partner relationship.



Intertrans Digital Transformation

With this mindset of innovation and in the context of the current digitalization taking place in our industry, Intertrans is undertaking an ambitious digital transformation with a strong customer focus. For the past 20 years, the focus of our IT department was more on internal productivity and quality. We used IT as our business service enabler. Customers benefited from our IT know-how only indirectly through our transport and logistics services. As times change, **we believe we should shift our focus from internal productivity to providing customer value.** Our digital services should support our customers on their individual journey: from the first contact point through to planning, quoting and booking, and all the way

through to tracking and payment.

We want to provide end-to-end supply chain services that will be available at our customers' fingertips.

In other words, we will be mapping our digital services to match our customers' journey.

This digital service mapping is supported by 3 key pillars:

- Digital marketing & sales
- Customer Portal - MyIntertrans
- Fully integrated Transport Management System (TMS)

Intertrans Customers



SME



CORPORATION

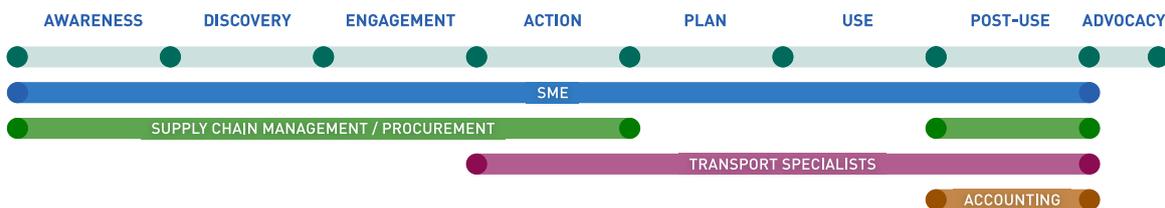


TRANSPORT SPECIALIST



ACCOUNTING

Intertrans Customer Journey



Intertrans Customer Needs

	WEBSITE	ASK FOR QUOTE	REFINE QUOTE	BOOK	TRACK AND TRACE	CHECK DOCS AND PAY	
	COMPANY REPUTATION	TRENDING	NEGOTIATIONS	SIGN CONTRACT		KPI/ANALYTICS	
				BOOK	PLAN AND OPTIMIZE	BOOK	CHECK DOCS AND PAY
							CHECK INVOICE AND PAY

Digital marketing and sales

All of our clients, whether they represent an SME (Small or Medium-sized Enterprise) or a large corporation, expect a stronger online presence from us. **They want to be kept up-to-date, to contact us through online channels, to have real-time visibility on their transactions, and to be able to select options easily.**

The first step towards meeting these needs is Intertrans' recent investment into the industry-leading inbound marketing solution Hubspot, which we are currently implementing into the company. Hubspot is a tool that helps to attract, engage and delight customers, to provide additional value during the

decision-making stage, and to build their trust in our ability to meet their needs. Furthermore, Hubspot seamlessly bridges Marketing, Sales and Service with one tool to support our customers' journey.

The physical appearance of digital solutions was also largely ignored by the B2B industry for a long time. With the success of Apple's products, people realized that style matters along with functionality. This is one of the reasons why Intertrans is currently building up internal design competence with top-notch UX/UI designers and Digital Marketing specialists to provide a customer-centric design on all our customer-facing digital products.

Customer portal - MyIntertrans

The cornerstone of our customers' digital journey is MyIntertrans: a full-fledged and personalizable self-service portal for each customer. That means a possibility for:

- Checking rates or requesting a real-time spot quotation.
- Submitting a transport booking request just like you book your holiday trip.
- Selecting the best option by adjusting the departure date, transit time, and service level.
- Getting real-time visibility on your shipments or purchase orders.
- Simulating your shipment with landed cost estimates.

- Accessing 24/7 support with our virtual agent.
- Using dashboards and analytics that support our customers' important supply chain decisions.

We think that every customer is unique. Therefore, we want to be able to personalize each customers' journey. The off-the-shelf standard solution cannot satisfy our needs of personalization and our vision of customer-centricity. Therefore, we decided to internally develop MyIntertrans based on cutting-edge technology and the highest security standards.

MyIntertrans is currently being developed. The first new version will be released in the current of 2021.

Fully integrated Transport Management System (TMS)

MyIntertrans is an important system of engagement, but we still need a solid system of record on the back-end to provide quality data and ensure the consistency of transactions. That is why we are planning our third generation Transport Management System (TMS).

The highlight of our new TMS is that it handles intermodal transport seamlessly with the support of additional services such as Robotic Automation, Document Capture and the Internet of Things.

We are also implementing Blue Prism, a market-leading Robotic Process Automation (RPA) solution to automate low-judgemental and repetitive tasks. We can use it, for instance, to capture milestones and events from our subcontractors' systems to get near-

real-time shipment visibility. We have also become members of Blue Prism's cutting edge new solution called the "Decipher" test group. We are exploring this new functionality that allows capturing information from unstructured data sources such as pdf, email, etc.

We are currently undergoing a process of implementing a state-of-the-art Enterprise Content Management (ECM) system from ELO as well. This will help us to organize contractual documents, operating procedures or policies in a structured fashion with compliance to security - legal and ISO standard.



How Inbound Marketing will revolutionize the approach to marketing at Intertrans

Over the years, the rapid development of internet access has deeply changed our societies. Consumers and businesses have the possibility of instantaneous contact via e-mail, social networks and websites. This technological breakthrough has enabled the adaptation of traditional trades into the e-commerce trade for both the B2C and B2B sectors. It has forever altered the consumption patterns and purchasing decisions of consumers and businesses.

Currently, 73% of company purchases are made on the Internet, as this allows for customers to identify products quickly, filter offers and features and choose the best solutions themselves. Export and import companies often deal with the sudden need to find a solution to a problem and often having very little time to research the available options. That is why they need partners who can keep up with their needs. This is in itself nothing new, but in today's ever-connected marketplace, companies who are present and active on the internet have much better chances to become the first choice and remain a permanent partner.

Digital content marketing or inbound marketing is now a must for any company that wants to develop. It is particularly important for the transport industry, where the effectiveness of traditional marketing, based on advertising campaigns and phone calls, is drastically decreasing.

Indeed, we are receiving more and more feedback from the market, who view these methods as unhelpful and invasive. They expect to be treated in a personalized way that matches up with their business sector. They want the content they receive to be closely related to their problems and needs. But most of all, they want to be in control of their purchasing process and decide when they want to complete a purchase.

As one of the main pillars of the Intertrans digital transformation, Inbound Marketing will be at the heart of the company's strategy. Our goal is to change the client's journey to one where people find us through one of our multiple online channels, where they are converted into potential customers, and then finally becoming loyal customers who also function as our very own brand ambassadors.

Inbound Marketing requires the implementation of new marketing know-how, using blogs, white papers, business articles, Google references, webinars, social media, etc. To kickstart this marketing revolution, we are forming content marketing teams who will be involved in the production and distribution of high-quality marketing content that will drive new business.

Implementation of the new Document Management System

In order to accelerate its digitalization and efficiency, Intertrans has just acquired a powerful document management software, ELO ECM Suite, provided by the ELO Digital Office. The ADOC company, which specializes in this software solution, is now supporting us with its implementation.

Our first priority when we begin using the software will be to strengthen our partner relations management by making use of the contract management module. The goal is to collect and centralize all the contracts signed with our partners and to improve their performance. During the first stage, which has started,

all current contracts as well as new contracts signed with our service providers will be registered in the system. The next step will allow us to use the same tool to generate, in a standard and automated form, the contracts that we create for our customers.

Relying on the same Electronic Document Management System, we are also implementing another solution. This will enable us to build a highly efficient document database which will support the implemented quality policy and help us transition to ISO standard for our agencies.

Intertrans Group acquires RPA (Robotic Process Automation) system

One of the recent steps in the digitisation path of the Intertrans Group was the introduction of the RPA (Robotic Process Automation) solution released by Blue Prism - the world leader in robotic automation. This solution will help the Intertrans Group to automate routine manual processes, such as the collection of external data and updating information systems automatically, while also reducing the possibilities of human error.

An initial use case allows us to collect all the loading and unloading schedules from shipping companies' websites and update them automatically in our maritime software. Automating this simple but very

repetitive process will save operators almost two hours of work every week.

This process is supported by software robots, which are designed using a learning system. The robots are able to retrieve certain data from predefined screens (programs or websites), and then implement them into our own business tools according to a configurable logic.

The possibilities for fully utilizing this tool are wide, and the Intertrans Group is planning to implement additional robotic processes soon to increase our productivity and quality.

Dashboard and Analytics

In freight forwarding and supply chain management, the visualization of data is crucial for the strategic and operational decision-making. Since years we have adopted a centralized data warehouse which integrates analytics data from various data sources: the TMS (Transport Management System), our CRM and the finance system. We study these data sources in order to improve our customers' supply chain performance.

But data by itself is not useful unless it can be understood in a way that helps make insightful decisions. Therefore, we implemented a state-of-the-art data analytics platform "Qlik Sense" so that data can be visualized and explored by our supply chain experts as well as customers.

The key advantage of this solution is that it not only provides descriptive statistics through an as-is snapshot, but also that it can give predictive insight which helps us to simulate future trends and options. For instance, we used this tool to help one of our customers predict how ocean freight capacity would continue to change in order to anticipate different shipping options.

Our objective is to set a data-driven service model which combines our supply chain expertise with accurate and timely data insight in order to support our customers' strategic and operational planning.

Proactive shipment visibility

Supply chains stretching across borders and continents have become a commonplace in the past decades and there is little to indicate that there will be a radical shift in this area in the coming years. The COVID pandemic may have highlighted the importance of supplier diversification, especially in the pharmaceutical industry, which will lead to some production facilities being positioned closer to end customers, but moving cargo across the world is here to stay for the foreseeable future.

The international transportation industry has adapted well to this reality, offering a variety of services for cargo owners to utilise. And the two factors that are

most emphasised are the cost and the speed at which cargo travels. These correlate to inventory levels and the ability to capitalise on order fulfilment, which has a direct impact on companies' bottom lines. To master these two areas, it is critical to be able to get accurate shipping information in a timely manner. This relates not only to the location of the cargo itself, but also to the nature of its contents and the probability of it arriving at the specified location on time.

Customers these days cannot afford to visit several websites and they do not want to have to call their appointed forwarders or customs brokers to gather the necessary information to make an informed deci-

sion. They require a one-stop solution, that provides them not only with information pertaining to their purchase order and model numbers, but also with up- and down-stream visibility in the form of accurate milestone events.

To comprehensively address this matter, Intertrans is developing a shipment visibility platform as part of the new MyIntertrans customer portal. MyIntertrans will capture, enrich and deliver shipping events in order to render end-to-end shipment visibility as well as enabling event-driven supply chain control.

Beyond that, our main focus will be on carrier data aggregation and prediction. In fact, we advocate that the entire industry needs to come together, and decide to share information with one another freely. Data from different sources can then be aggregated and hosted in a big data framework:

- Shippers, carriers, forwarders, customs agents, handling agents, port authorities and subcontractors will publish and subscribe their event data for transactional purposes.

- IoT (Internet of Things) data will be captured and streamed once, then will be available for the entire supply chain.

- Using these data sources, we can run deep learning to predict future events or correct wrong event data .

We are making our data architecture and customer portal ready to meet these industry trends. We are shoring up our capabilities in the fields of IoT, blockchain and big data in order to address these industry-wide challenges.





THE FREIGHT CHALLENGERS SINCE 1951

