softship

Making shipping simple

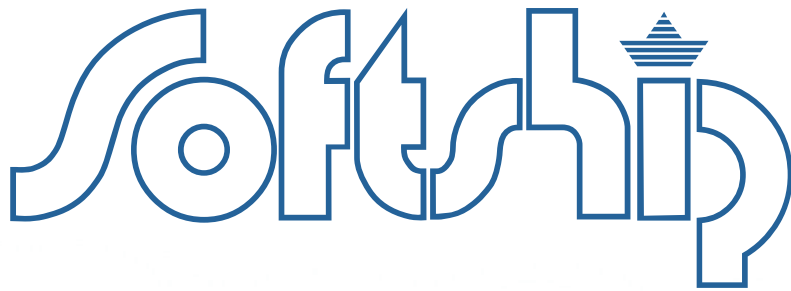## ALFA – solutions for agents

COMMERCIAL
DISBURSEMENTS ACCOUNTING
LOGISTICS
MANAGEMENT INFORMATION
FILE MANAGEMENT
ADMINISTRATION, SECURITY & CONFIGURATION

With over 25 years experience and more than 120 clients world-wide, we are the leading provider of packaged software solutions to the international liner shipping industry. We are headquartered in Hamburg and we have been listed on the Frankfurt Stock Exchange since 2001. We provide comprehensive support through our operational centres in Europe, Asia and the Americas.

Our software solutions are designed to make your business more efficient. Using our in-depth knowledge of liner shipping gained through many successful software installations, our business solutions facilitate the seamless flow of data and information across your organisation giving you greater transparency and control. Duplication is eliminated, administration is reduced and costs are contained.

Our solutions are modular and fully adaptable to suit any size of company or market.

We understand your business

We have been creating and installing specialist software for more than 20 years. Our in-house teams are widely experienced in developing solutions for agents. Our solutions will manage all aspects of your agency business including principal and local requirements

We know shipping

We employ staff with a deep experience of shipping as well as extensive technical knowledge. Our experience and skills have enabled us to install over 200 software projects into shipping companies across the globe. Staff turnover is low and skills are retained within the company. Our centres in Asia, Europe and the Americas ensure you are supported around the world and around the clock.
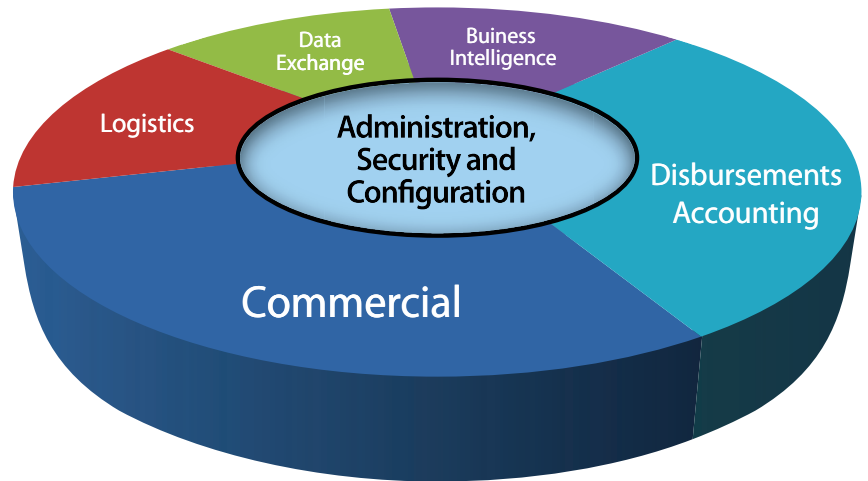
We are here to stay

Through developing proven software solutions, we have grown to become the market leader. Liner shipping is where we will continue to excel and we guarantee to provide a rock-solid and long-term IT base for our customers. As a publicly listed company, we can demonstrate solid financial strength to continually invest in our people, their skills and our software to ensure we stay ahead of the market and deliver leading edge software. We believe it is important for shipping companies to concentrate on moving cargo – let us provide workable IT solutions to allow you to do that.
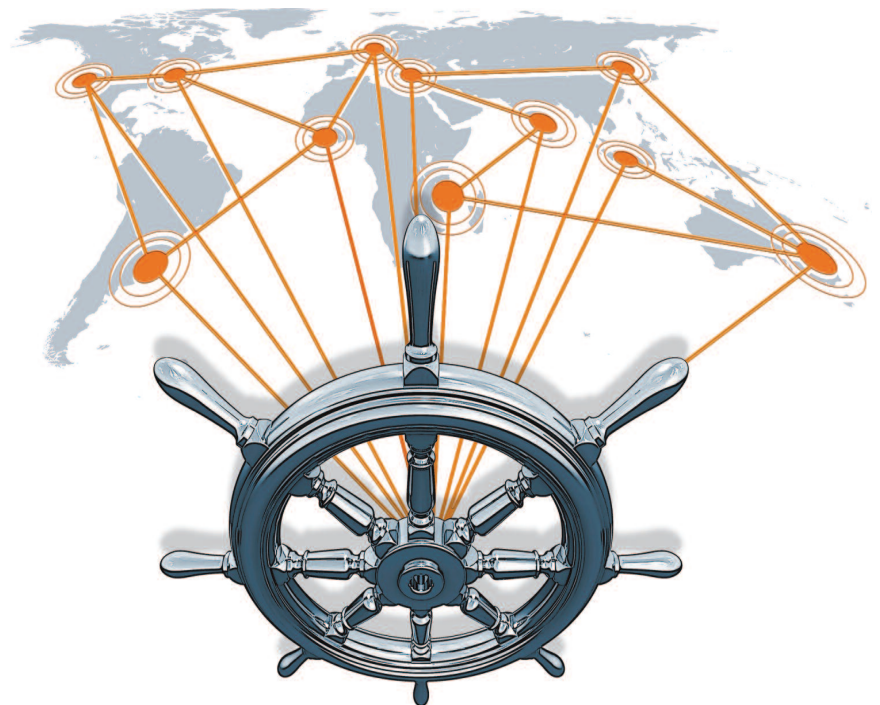
ALFA – Advanced Liner Fu

Our ALFA (Advanced Liner Functions for Agents) software suite has been developed specifically for agents. Once installed, it delivers real efficiencies to your business by streamlining business processes, eliminating time-wasting activities and enhancing communication and data flow between your offices and those of your business partners and customers. This allows you to deliver a more professional and efficient service to your customers and principals.

Data Exchange
Buiness Intelligence
Logistics
Administration, Security and Configuration
Disbursements Accounting
Commercial

ALFA is built in modular format allowing you to install only the applications that you wish to use. In addition, all applications can be tailored to suit your exact business, market or local requirements. It operates from a user-friendly interface and may be installed locally or hosted remotely.

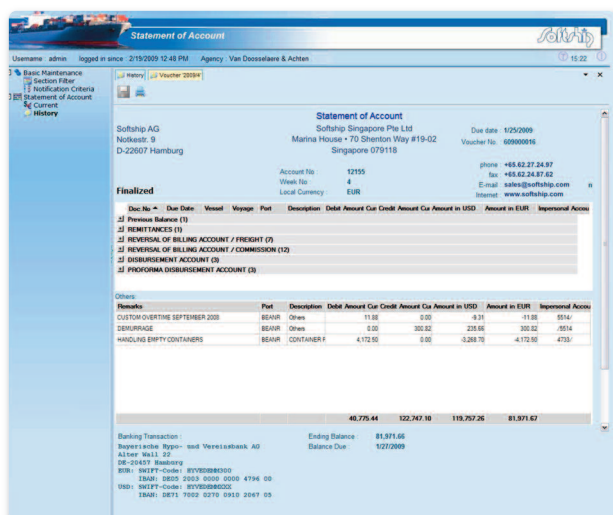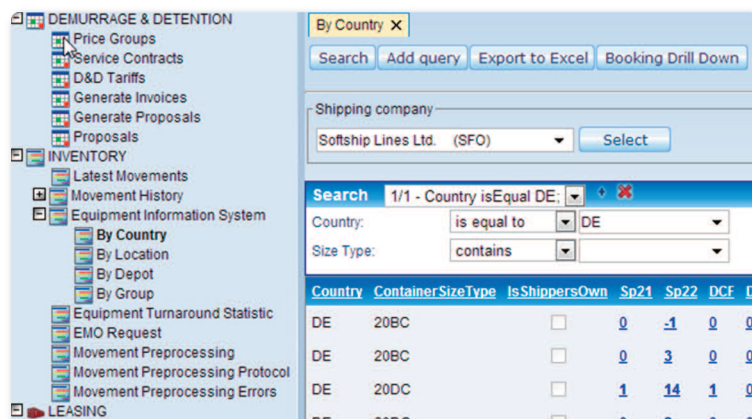## ALFA automates your commercial processes

Day-to-day processes required for an efficient agency operation are controlled within ALFA. Quotations, bookings, bills of lading, invoices and other activities are managed on behalf of a range of principals. ALFA allows direct communication with your principals to ensure an integrated data flow which increases efficiency and minimises data entry. It allows up-to-date information on tariffs and approvals from all your principals and facilitates fast and accurate completion of documentation as well as EDI integration with ports and customs authorities.

ALFA manages your equipment

ALFA gives full visibility over your principals' equipment providing accurate and timely updates on location and availability. It supports any number of principals allowing you to deliver accurate and up-to-the-minute reports. Automation reduces duplication, errors, disputes and time spent on administration. ALFA also enhances cash-flow through regular demurrage and detention invoicing.
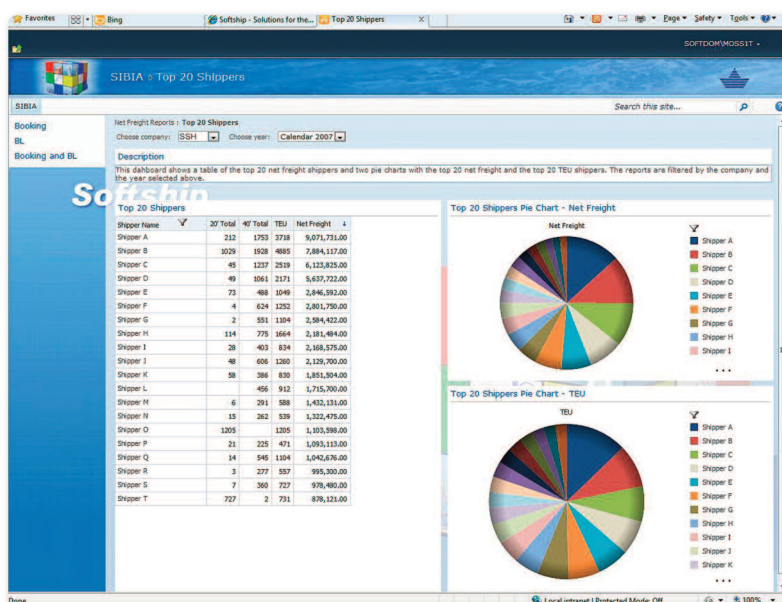
ALFA streamlines your disbursement accounting

ALFA consolidates all your revenues and costs to generate a disbursement account report for each of your principals in a format of their choosing. It will also manage your cash receipting and pass all transactions to your central accounts package. It allows input and processing of all incoming and outgoing invoices and credit notes and facilitates integrated information flow from commercial to disbursement accounts, statement of account and settlement.

ALFA gives visibility across your business

All data flowing throughout your business is captured by ALFA and presented in a series of user-defined management reports. Efficient storage and identification of key data allows you to quickly identify business trends alongside activities that are performing well and those that might need attention.
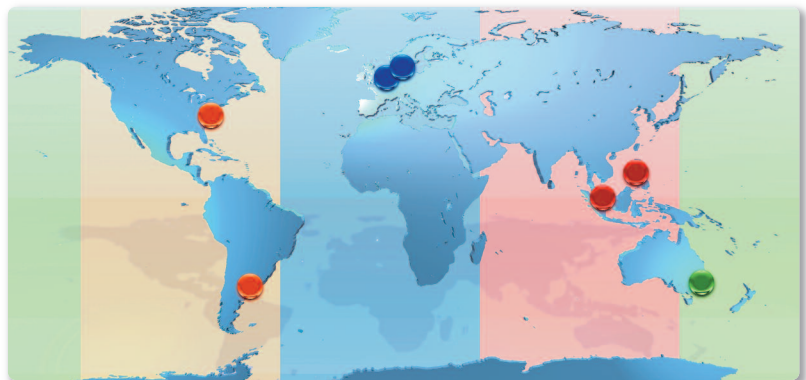
Customer services

Customer care is our primary concern which is why we dedicate the majority of our team to this vital activity. Our team of professionals are experts in our own software applications as well as IT systems architecture and programming. In addition, we pride ourselves on our in-depth shipping knowledge meaning we fully understand your business and speak the "language of shipping".

Our professional consultants are the key to delivering effective and successful solutions. Their specialist industry knowledge – often gained through first-hand experience of working with shipping lines and agencies – allow them to quickly understand your specific requirements and to tailor our software to meet your exact specifications. Key project management staff are ITIL certified and we operate from seven offices across the globe and in all the major time zones.

Customisation and integration

ALFA can easily be tailored to suit your specific requirements. It has been designed to allow maximum configuration and customisation through a series of inbuilt settings in the database, XML style sheets, user settings and security definitions. This means that there is usually very little programming required during the implementation process. For customers with further requirements, our team of software architects and developers are highly skilled at modifying our applications to meet your exact requirements.
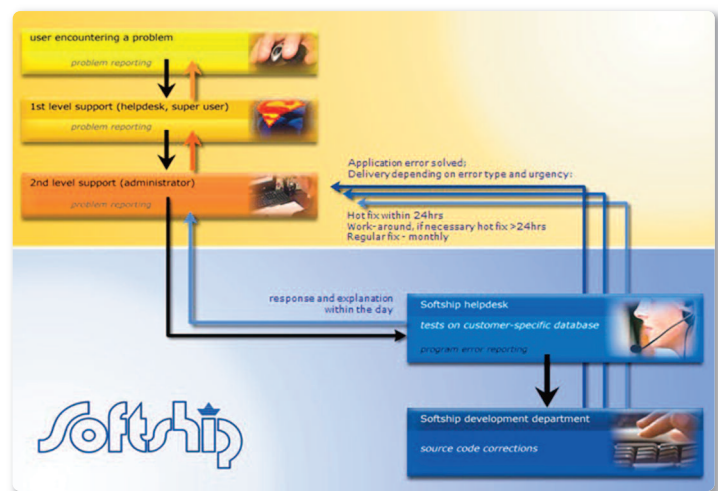
Maintenance

We recognise the importance of our software systems to your business and we are committed to providing you with a comprehensive support and maintenance service. We also understand that you need to keep control of your costs. Therefore, we offer a choice of software support and maintenance contracts that provide cover on a fixed cost budget.

Our support packages comprise:
- First level support – practical advice via our hot line to give assistance with using our software
- Second level support – expert advice from our software developers and technical engineers to help solve technical issues
- Updates and enhancements – regular software releases to update and enhance our applications

Support is provided from our centres in Europe, Asia and America. This can be 24/7 if required

Training

We have a team of highly-skilled trainers with an in-depth knowledge of all our software applications together with general systems internet skills. This team is available to provide you with as much or as little hands-on training as you require and will quickly bring you and your team up to a level where you can derive optimum benefit from our software

Click the icons to download more information about these ALFA functions

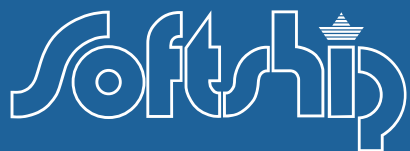- COMMERCIAL
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