



Making shipping simple

LIMA – solutions for carriers

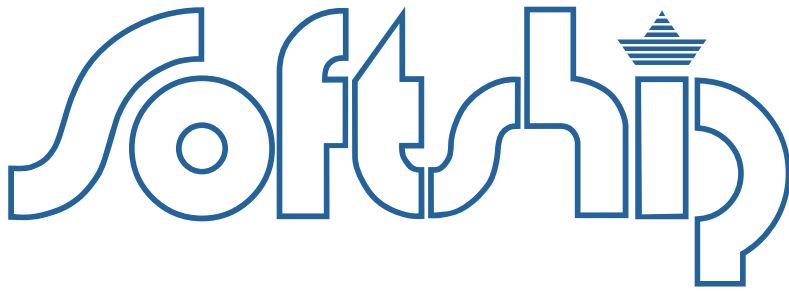
COMMERCIAL
FLEET OPERATIONS
FINANCE
LOGISTICS
MAINTENANCE & REPAIR
BUSINESS INTELLIGENCE
CUSTOMER SERVICE
CLAIMS & INSURANCE
FILE MANAGEMENT
ADMINISTRATION, SECURITY & CONFIGURATION

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 25 years. Our in-house teams are widely experienced in developing solutions for carriers. Our solutions will manage all cargo and all aspects of your business including ocean transportation as well as your intermodal activities.

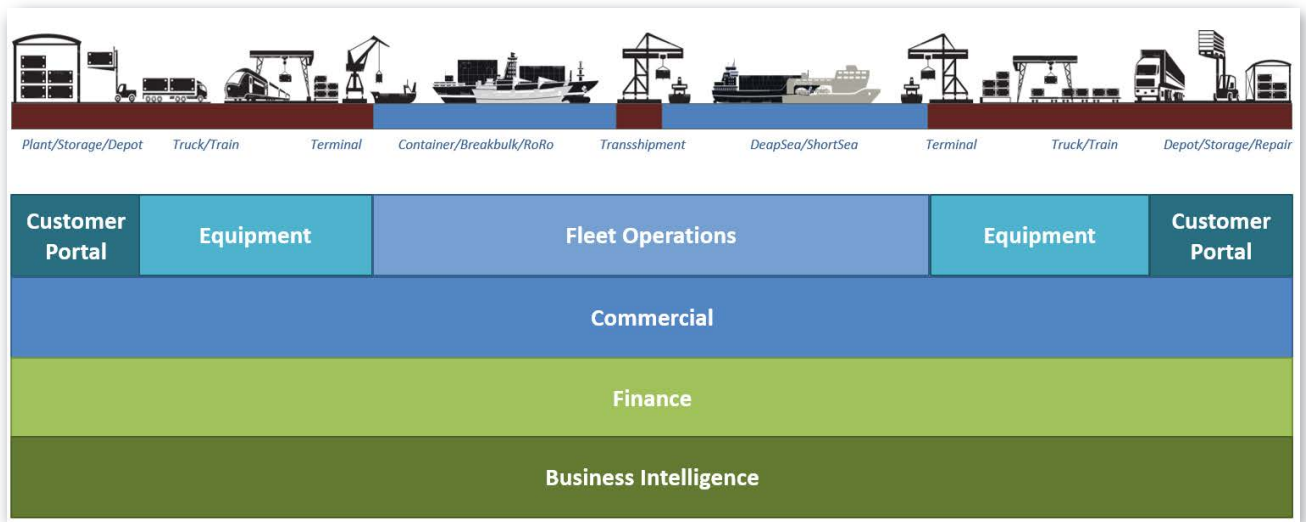
We know shipping

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.

LIMA – Line Management



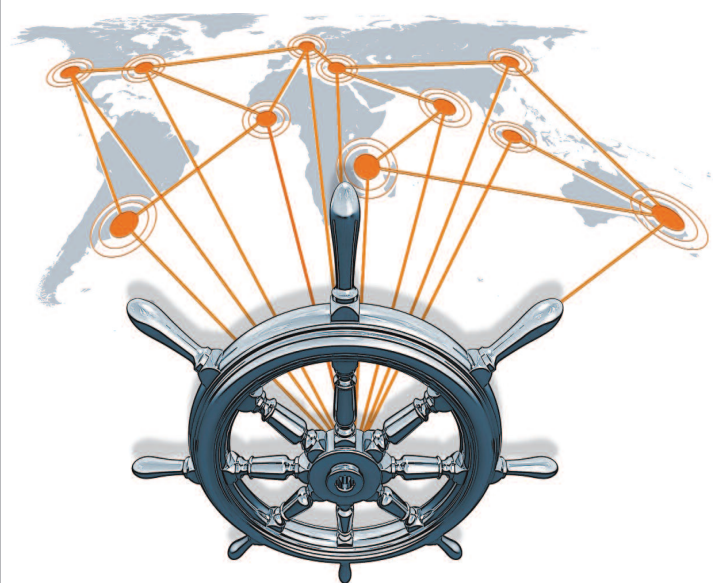
Our LIMA (Line Management) solution is optimised for all unitised carriers including deepsea, shortsea, feeder and ro-ro operators as well as for NVOCCs and it is able to handle a variety of cargo types including full container loads, less than container loads, break-bulk and ro-ro.

Once installed, it delivers real efficiencies to your business by simplifying your core processes, eliminating duplication and enhancing communication between your individual business disciplines and your network of agents.

LIMA is built in modular format allowing you to install only the applications that you wish to use. In addition, all modules 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.

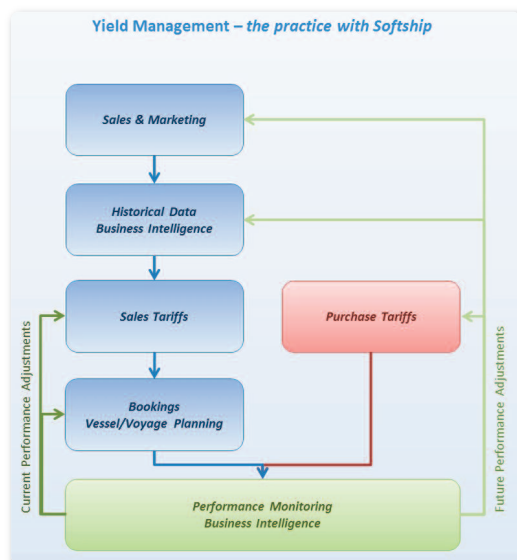
LIMA binds your business together

LIMA organises, controls and manages all your operational data in real time. It takes feeds from your global network of agents over the internet. Revenues and expenses are controlled and managed for all your shipments, vessels and equipment. Tight integration between all departments- such as operations, logistics, accounting and commercial – is achieved to avoid duplication and to promote seamless information flow and alerting. At any level, profitability is clearly visible allowing you to manage your yields proactively.



LIMA manages your revenues

Revenue creation is tightly controlled in LIMA. For tariffs and quotations, LIMA ensures that applicable rates and surcharges are automatically applied based on each service provided. Agents are made aware of revenues to be collected and LIMA delivers a reversal of billing facility that automatically creates debit notes for each agent. Cashflow is improved and overheads for DA reconciliation are reduced.



Solution for Carriers

LIMA controls your costs

Operational costs, such as transport costs, logistics costs, port/vessel costs and commissions are managed, controlled and reconciled in LIMA. Reconciliation is performed against actual volumes and tariffs ensuring that all costs are validated, approved and properly posted against the voyage, vessel or owners account before they are posted to your accounting system. Supplier invoice mistakes are readily identified preventing overcharging, double billing, incorrect billing or other profit leakage. Creation of accruals are also simplified.

Confirmed		Retrieved		Total
Qty	Rate	Qty	Rate	Car.
1.00	500.00	1.00	500.00	EUR
1.00	500.00	1.00	500.00	EUR
15,000.00	0.55	15,000.00	0.55	EUR
2.00	1,500.00	2.00	1,500.00	EUR
2.00	1,500.00	2.00	1,500.00	EUR
Container Costs / Berth 01				11,500.00



LIMA schedules your vessels

Vessel and voyage scheduling is an integral part of LIMA ensuring schedule reliability and giving full visibility for pro-active management of the voyage progress. Voyage ETA/ETS are automatically calculated based on vessel specifications, port distances and port specifications. Changes to schedules can be simulated at any time to understand the impact on the voyage. Commercial schedules are automatically updated. Actual voyage progress is regularly reported from the ship to LIMA by arrival, departure and noon reports.

LIMA manages your equipment

All container information including movement reports, lease information, repair estimates and survey details are captured in LIMA. A comprehensive range of EDI interfaces ensures the timely and cost efficient capturing of logistics data. All data is validated before being accepted into your live environment based on rules defined by you. For container demurrage/detention and free day agreements, LIMA will calculate charges based on actual movement history.

Country	Container	Size	Type	Is Shippers Own	Sp21	Sp22	DCI	D
DE	20BC				0	-1	0	0
DE	20BC				0	3	0	0
DE	20DC				1	14	1	0

LIMA enhances your customer service

LIMA's Customer Service Portal gives your customers 24/7 access to submit rate requests, make bookings, amend shipping instructions and track cargo.

Date	Event Code	Event / Movement	Container / Tracking / VIN	Location Info
01-Sep-2013 15:14	BK	BOOKED	CR001100100-0	TANJONG PELEPAS, MALAYSIA - PTP
30-Aug-2013 11:23	BK	BOOKED	CR001800700-0	TANJONG PELEPAS, MALAYSIA - PTP
02-Sep-2013 03:26	BK	BOOKED	CR001900700-4	TANJONG PELEPAS, MALAYSIA - PTP
02-Sep-2013 03:26	BK	BOOKED	CR001900700-4	TANJONG PELEPAS, MALAYSIA - PTP
02-Sep-2013 03:26	BK	BOOKED	CR001900800-0	TANJONG PELEPAS, MALAYSIA - PTP
02-Sep-2013 03:26	BK	BOOKED	CR001900800-0	TANJONG PELEPAS, MALAYSIA - PTP
01-Sep-2013 00:00	BK	BOOKED	CR001900800-0	TANJONG PELEPAS, MALAYSIA - PTP
01-Sep-2013 00:00	BK	BOOKED	CR001900800-0	TANJONG PELEPAS, MALAYSIA - PTP



LIMA gives visibility across your business

Operational information is consolidated within our inbuilt management tool to facilitate business reports. Data is analysed and mined and deviations between budget figures and actuals are clearly visible to give management an almost real-time view of actual operational activities.

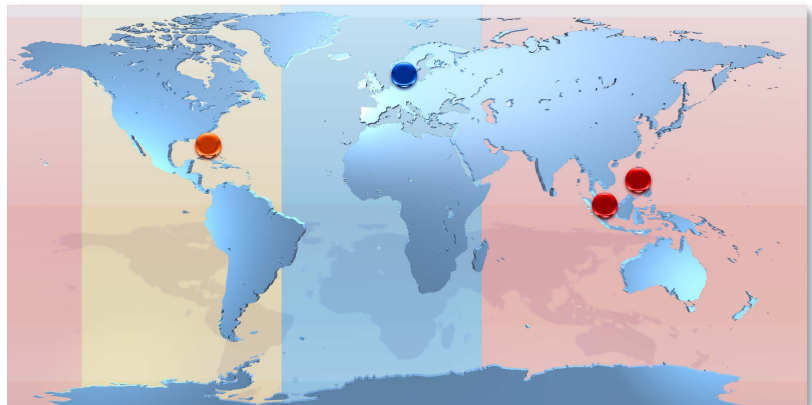
Customer services

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

LIMA 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.

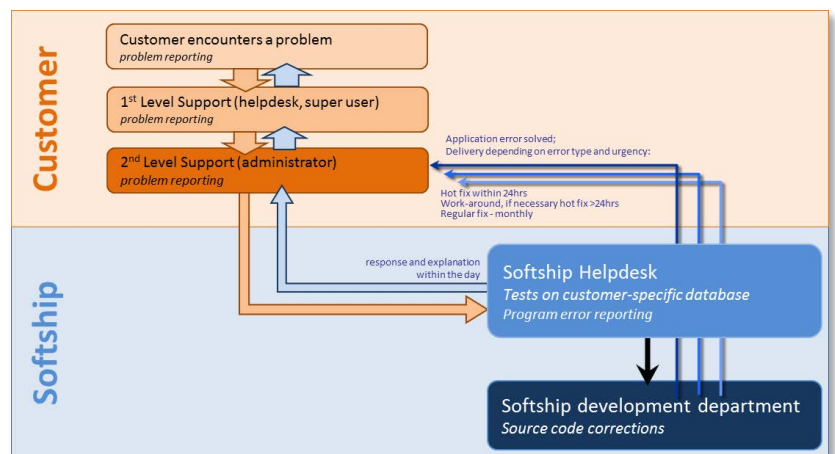


Maintenance

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








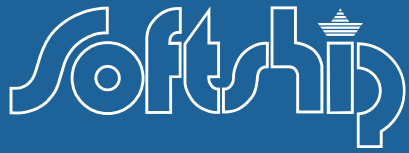
Support is provided from our centres in Europe, Asia and America. This can be 24/7 if required

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 LIMA functions**

-  COMMERCIAL
-  FLEET OPERATIONS
-  FINANCE
-  LOGISTICS
-  MAINTENANCE & REPAIR
-  BUSINESS INTELLIGENCE
-  CUSTOMER SERVICE PORTAL
-  CLAIMS & INSURANCE
-  FILE MANAGEMENT
-  ADMINISTRATION, SECURITY & CONFIGURATION



Softship Germany

T +49 (0) 40 89 06 8-0 | E team_ham@softship.com

Softship Singapore

T +65 6 227 24 97 | E team_sin@softship.com

Softship USA

T +1 954 606 5672 | E team_mia@softship.com

www.softship.com

