



**Wilhelmsen
Maritime Services**

E-commerce

Our perspective

Tan Ai Wee

Maintenance & Repair Sales Manager, Asia Pacific

E-commerce Facilitator, Asia Pacific

The industry

- **The implementation of IT in the shipping industry is relatively slow.**
- **The adoption of new IT is also slower than other industries.**
- **The challenge is to change the perception of IT as VALUE CREATOR.**

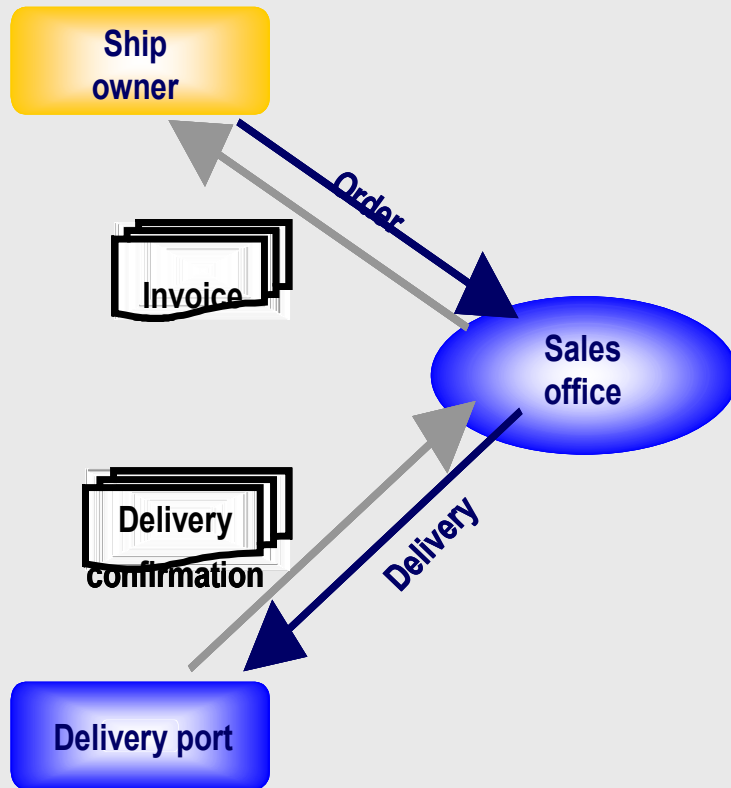
The business model

Pre - 2002

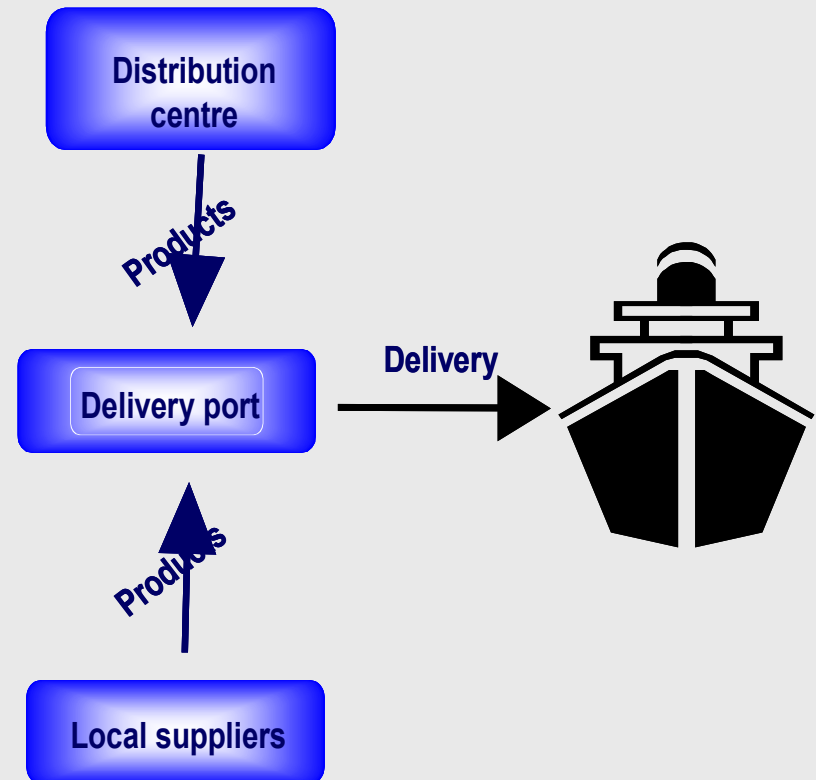
- Our business model was simple. However, the execution was expensive and increasingly so.
- All internal contacts were in essence manual – (IT systems were stand alone and not online).
- In 2000, Barwil Unitor started implementing new Global IT system (IFS) – completed 2004.
- The interaction with the customer remained manual (phone, fax, e-mail).

The business model

The sales process



The delivery process

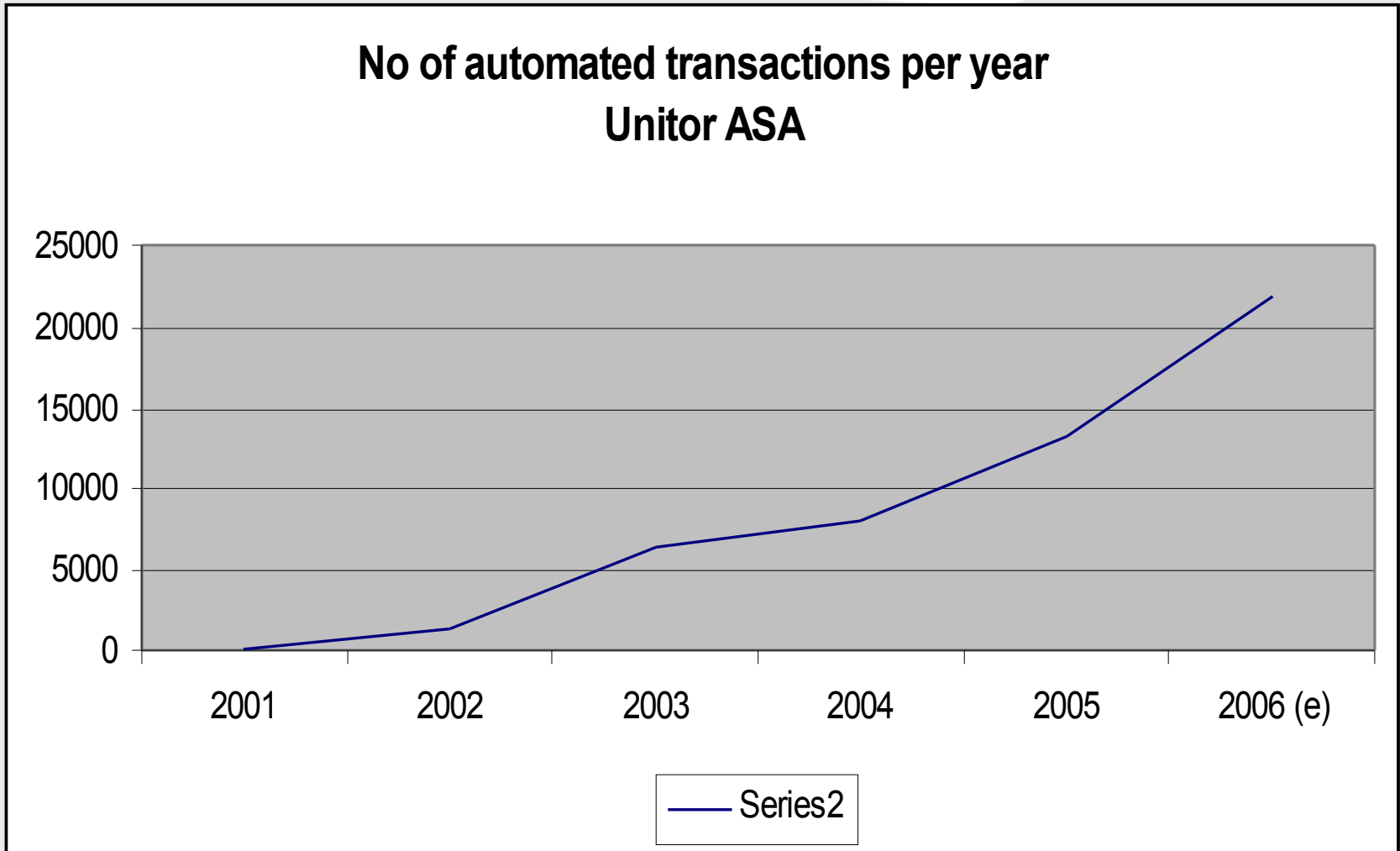


Customer integration

Post - 2002

- **IFS allowed Barwil Unitor to streamline internal processes.**
- **Our focus was to create automated transactions which meant developing a relation with customers seeking the same – streamline processes.**
- **Contract based business with volumes.**
- **Eliminate solutions that required one-to-one connection which in the long run will increase operating IT costs for both customer and supplier.**
- **Main target was to allow both the customer and Barwil Unitor to reduce costs.**

Customer integration



Creating value

Post - 2002

- **The focus on streamlining processes is paying off.**
- **Since 2002, Barwil Unitor's order handling costs has reduced from 5% to 3% of revenue.**
- **The yearly cost reduction, amounts to more than \$X million.**
- **There are many sources to this improvement. However, the value chain approach was a significant factor.**
- **MTS is our enabler in the value chain approach.**

Our experience so far

- **The good things are**
 - time saving;
 - accuracy; and
 - convenience.
- **The not-so-good things are**
 - implementation and
 - data quality.

Current status

- **We see challenges from various parties in their different approaches to e-commerce.**
 - **Software providers have their ways of hooking up to the e-commerce hubs.**
 - **Some buyers have embarked on their in-house IT development.**
- **There is still no industry-wide accepted platform on e-commerce.**