



#### CARGOSMART

A global logistics Software as a Service (SaaS) solution provider, with advanced visibility and exception management, enabling exporters, importers, and logistics service providers to keep cargo moving and delivered on time.

**Industry:** Logistics  
**Geography:** Global

#### Deployment Summary

- To overcome technical challenges and introduce new functionality, the company began migrating to an event-driven SOA based on TIBCO's software.
- CargoSmart introduced the first two advanced solutions – Exception Management and Milestone Assignments software – in May 2008. The next major release will be a document workflow management product.
- In addition, CargoSmart implemented a B2B gateway based on TIBCO's software to reduce programming effort and development lead time for integration projects.

#### Benefits

- Reduces the time and expense of delivering new business functionality, including advanced visibility into supply chain issues.
- New platform is scalable to handle an increasing volume of customized event notifications.
- New system enables customers to monitor and react to exceptions immediately.
- Minimizes programming effort and maintenance cost of an application.



*"Migrating to the TIBCO platform for SOA has helped CargoSmart deliver new, advanced functionality to customers and maintain our leadership position in the industry."*

**Steve Siu, Chief Executive Officer, CargoSmart**

## CargoSmart Meets Dynamic Market Requirements with TIBCO SOA Platform

CargoSmart Limited is a global logistics Software as a Service (SaaS) solution provider that enables exporters, importers, and logistics service providers to keep cargo moving and delivered on time by offering advanced visibility and exception management. Through online tools and integration services, CargoSmart enables customers to plan, process, and monitor the critical path of multiple-carrier shipments and communicate in-depth, timely information to key supply chain associates.

CargoSmart launched its services in October 2000 and has helped over 17,000 customers lower transportation management costs, streamline operations, and reduce the risk of late shipments.

#### The Business Challenge

In 2006, CargoSmart recognized that the ocean carrier portal market was becoming commoditized – features were similar among the solution providers and prices for the services were falling. The original portal features included sailing schedules, booking, shipping instructions, bill of lading print, exception alerts and milestone notifications, reports, and filtering and sharing capabilities. At the same time, customers sought to

improve business process operations to reduce inventories, reduce cycle time, and increase on-time deliveries.

To maintain a leadership position in the industry, CargoSmart decided to develop new solutions to help customers manage their multiple-carrier shipments throughout the supply chain. The new solutions would be more tightly tied to customers' business processes, allowing them to receive more value from the services.

#### The Technical Challenge

To support their business goals, CargoSmart had to overcome technical challenges with their existing platform and meet the following requirements:

- Demand for real-time messaging, event-driven solution to handle massive volume and future growth
- Low cost to scale
- High performance, high availability
- End-to-end visibility and traceability of event messages and the ability to perform real-time analysis of information
- Fast delivery to market, from product/service design to offering
- Connect to customer systems regardless of their technology, locations, platforms, or devices

## Event-Driven SOA

To overcome technical challenges and support their business objectives, CargoSmart began migrating functionality to a TIBCO-based SOA platform. The SOA infrastructure – which incorporates solutions from TIBCO, Oracle, Software AG, and Fair Isaac – enables CargoSmart to develop and deploy their products as services and respond to events in real-time via TIBCO's enterprise service bus. This allows the company to develop products more quickly to meet dynamic market requirements.

Moving to SOA has helped CargoSmart:

- Respond to ever-changing market conditions quickly and cost-effectively via service reuse. CargoSmart's applications are hosted as a service and provided to customers via the internet.
- Utilize an analysis and design methodology and tools when creating services for their customers. SOA enables separation of end users from service implementations. Services can be deployed and run on various distributed platforms and can be accessed across networks to maximize services reuse.
- Increase flexibility and promote greater service reuse by supporting a greater range of communication than HTTP, including synchronous or asynchronous, point-to-point (queue-based) or publish/subscribe, and reliable, persistent, and transactional communication.

## Enabling New Business Solutions

CargoSmart began working with pilot customers in July 2007 and introduced the first two advanced solutions – Exception Management and Milestone

Assignments – in May 2008.

Exception Management automatically and intelligently spots exceptions and alerts designated personnel of key events and critical changes. It includes over 40 standard milestones that ocean carriers can update and allows for an unlimited number of user-defined milestones to reflect the customers' shipment management processes.

Milestone Assignments allows customers to assign tasks to co-workers and logistics service providers, such as brokers and forwarders. It also allows logistics service providers to assign tasks to associates within and outside of their companies. The third-parties are automatically notified when a task needs to be done and can update the status of the task directly into CargoSmart.

As a result of these solutions, customers are able to:

- Resolve shipment problems sooner
- Avoid or minimize costly delays
- Gain process efficiencies by monitoring shipment events alongside business processes
- Ensure timely completion of third-party tasks
- Improve service levels with supply chain associates

The next major product release will be a document workflow management product that builds on the Exception Management and Milestone Assignments products.

## Why TIBCO?

TIBCO's software provides high performance integration and a platform for event-driven SOA.

- Enables reliable data transfer at any interval, using customizable formats.
- Provides a fully compliant implementation of the JMS standard, which has been adopted as the industry-proven solution for reliable and secure messaging.
- Supports a loosely coupled, highly distributed event-driven architecture.
- Enables real-time analysis of business information. By analyzing events against pre-defined business rules, the system enables customers to monitor and react to business exceptions immediately.

TIBCO's B2B software provides these additional benefits:

- Reduces application development time, with a design-time tool that requires minimal programming.
- Provides a scalable framework for hosting applications.
- Legacy application functions can be exposed quickly as services, with support for major protocols, e.g. web service, HTTP, JMS, etc. Supports faster deployment cycles, with existing skill sets, for rapid ROI.
- Enables complete visibility with constant monitoring and management of the entire B2B system.
- Increases development efficiency, with a suite of built-in communication protocols that can be switched or changed in a matter of seconds without service interruption.



**TIBCO Software Inc.** (NASDAQ: TIBX) digitized Wall Street in the '80s with its event-driven "Information Bus" software, which helped make real-time business a strategic differentiator in the '90s. Today, TIBCO's infrastructure software gives customers the ability to constantly innovate by connecting applications and data in a service-oriented architecture, streamlining activities through business process management, and giving people the information and intelligence tools they need to make faster and smarter decisions, what we call The Power of Now®. TIBCO serves more than 3,000 customers around the world with offices in more than 20 countries and an ecosystem of over 200 partners. Learn more at [www.tibco.com](http://www.tibco.com).

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