



Company

The Apex Group

Location

South San Francisco, CA
U.S.A.

Industry

Non-Vessel Operating
Common Carrier (NVOCC)

URL

www.apexshipping.com

CargoSmart Solutions

- Private Label Sailing Schedule
- EDI Shipping Instructions

Apex Enhances Its Online Services for Customers with CargoSmart Private Label Sailing Schedule

Challenge: Timely and Reliable Sailing Schedules

The Apex Group (www.apexshipping.com) is a non-vessel operating common carrier (NVOCC) based in South San Francisco, California. Founded in 1990, Apex has offices throughout Asia, North America, and Europe. Apex is a top five NVOCC in the transpacific trade to the United States. Apex prides itself in having leading information technology systems among NVOCCs.

Frequent changes to ocean carriers' schedules, vessel diversions, port shutdowns, and dock strikes make it critical for logistics service providers to provide their customers with timely and reliable schedule information. At the same time, managing constantly changing schedules requires effort and resources. Apex used to manually update sailing schedules for 16 carriers in Excel and post the schedules on its public Web site for customers. Apex wanted to automate its sailing schedule update process and provide its customers with an online search function that offered tailored results and flexible download and printing capabilities.

Solution: Sophisticated Online Schedules for Customers:

Apex implemented CargoSmart's Private Label Sailing Schedule to provide its customers with interactive, multiple-carrier schedules, directly from its public Web site. To provide its customers with current schedule information, Apex receives automatic schedule updates from CargoSmart. From Apex's Web site, customers search schedules by carrier, origin and destination cities, and arrival and departure timeframes. The search results include cut-off dates and estimated transit times. Apex's customers can print schedules directly from the search results page. They can also download the search results in Excel to sort, share, and print the schedules.

Results: Improved Online Services and Internal Efficiencies

Apex implemented CargoSmart's Private Label Sailing Schedule in less than in month. The enhanced sailing schedule solution provides the following benefits for Apex:

- Offers interactive, easy-to-use, and customized sailing schedules to customers from its own branded Web site
- Provides sailing schedule updates to customers more quickly
- Saves Apex 20 days a year by automating sailing schedule updates

"CargoSmart Private Label Sailing Schedule enabled us to enhance our Web site with minimal in-house effort and to provide value-added services to our customers"

- Kevin Bulger
Vice President of Operations
Apex Maritime