




SHIPNET

Asia Maritime Pacific

CASE STUDY



**Asia Maritime Pacific
streamlines its voyage
estimation processes
using Shipnet ONE
Commercial Solution.**

Who are Asia Maritime Pacific?

Asia Maritime Pacific is a privately-owned, Hong Kong-based shipping company operating a fleet of Handysize and mini-MPP vessels. The company has offices in Shanghai, Beijing, Tokyo, London, Douala and Texas, and has a presence in Melbourne, through an association with Rhumb Maritime Pty Ltd.

Challenges

Asia Maritime Pacific was looking for ways to streamline its voyage profit and loss estimations. And at the time, they were being conducted manually – taking up valuable time and resources.

With data analysis evolving within the maritime sector, the management team at Asia Maritime Pacific needed to increase the company's output

in researching previous voyage data, to increase efficiencies and profits for future voyages.

Asia Maritime Pacific began analysing the market for a commercial solution that would help ensure a competitive position for the company in the dry bulk market.



The ShipNet solution

Shipnet's partnership with Asia Maritime Pacific began back in 2008, when Asia Maritime Pacific chose to utilise Shipnet's chartering and operator solutions. The solutions consisted of the voyage estimator (SNICS), manager and accounts (SNAIR – invoicing) to drive commercial operations forward. Additionally, the accounting solution (SNACS) was implemented to handle the company's financial processes.

In March 2019, Asia Maritime Pacific embarked on a solution upgrade. This upgrade saw the company utilise the current features and benefits of the (now known as) Shipnet ONE Commercial and Finance Solutions.

The Result

Through continued use of Shipnet's solutions, Asia Maritime Pacific has been able to optimise its commercial and financial processes. This has in turn enhanced the company's ability to control and analyse chartering, operations, voyage, and real-time financial data, to achieve revenue growth targets.

"Shipnet is like an innovative history book... letting us find our past, present, and provide guidance for our business for the future" explains Lily Zhang Yuqing, Vessel Operator at Asia Maritime Pacific.

"The solution provides a complete business overview. Being able to see our P&L's from previous years enables us to plan our voyages optimally for the future and ensure business growth.

"The voyage manager solutions available within the Shipnet ONE Commercial platform acts as a working assistant, ensuring daily operations always run smoothly, while enabling us to track elements such as bunker procurement and time. These benefits, combined with comprehensive reporting and data analysis functionality, gives our management team a clear overview of how our fleet is performing."

Future developments for Asia Maritime Pacific



Asia Maritime Pacific sees the partnership with Shipnet continuing to develop, with Shipnet playing an essential role in a prosperous shipping industry.

As Shipnet continues to develop innovative solutions tailored towards daily maritime operations, Asia Maritime Pacific will look to implement further Shipnet solutions within its IT infrastructure. At the same time, Asia Maritime Pacific will continue to broaden its understanding of existing solution philosophies to improve business operational efficiencies through working closely with Shipnet.