



Digital Solution for Maritime Research Process

- Process 10 million+ records for a complex report
- Upload 500,000 data in a fraction of second
- 10-15 types of data benchmarking on the fly for upload

Summarizing Situation

A leading maritime research and consulting service provider gathers a huge volume of data from various sources for analysis and a report to be used by the members of this maritime and shipping company. This data helps them analyze the port-to-port rate, shipper size, direct or trans-shipment, arrangements for free port-to-port transit, and transit time for their clients to benchmark and strategize their shipment cost. However, the entire process was manual and involved a lot of man-hours to compile, analyze and write findings on the data.

The process was losing an important factor, which is the timely delivery of the analysis report to their members so that it helps them make evidence-based decisions at the right time regarding shipping rates.

Business Challenges

- Inconsistent data collection over emails
- Manually verifying that data is sent in the same format by all members
- Verifying that the data is error-free
- Data compilation, calculation, and comparison via MS-Excel
- Too many resources are required for this process
- High chances of errors as the process is people-driven
- Long processing time because of the bulk file size
- High waiting time
- Reports were not available on all form factors

Resolution

Softude's initial approach was to debug issues in their existing system, improvise and scale up the same. Eventually, the need for revamping of the system was realized. The aim was to automate the data collection process, bypassing the need of importing data CSV files into the system for further processing.

Automation of the process also helped the client generate a complex benchmarking report on various parameters, with an integrated workflow for all consultants to work within the system instead of exchanging emails and Excel sheets with their clients.

The system made the process easier for clients to upload data on Port-to-Port rate, Shipper size TEUs, Port to Port transit time, Port to Port free days for clearance, Rate appraisal, Rate ranking, Speed analysis, etc. in a structured format with required validations to ensure that the right data in the right format is received for the benchmarking.

Resolution Impact

- Drastic reduction from 15 days to 8 hours for creating the complex benchmarking report for their members
- Members increased from 35 to 90+
- Team size reduced for managing the process
- 10-15 types of benchmarking data on the fly ensuring data consistency
- Over 10 million+ records processed, and complex computation performed for generating benchmark reports quickly
- 500,000 data uploaded in a fraction of second

The application has been running successfully for the last 5 years

About Us

Incorporated in 2005, Softude is a global IT consulting and services company with expertise in architecting digital transformation solutions and providing software product engineering services. We are dedicated to creating innovative and interactive digital experiences that connect people to the brand. These software solutions that are used across 32+ countries are engaging audiences in-venue, on the web, and personal mobile devices. Our highly competent and trusted team delivers digital brilliance that accelerates our client's digital-first journey.

Softude is a CMMI Level 5 appraised, ISO 27001:2013, ISO 9000:2015, and a Great Place to Work For certified company.

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