

## TOP 10 PLACES a Seaborne Supply Chain Solution Can Drive Value

Amid the massive scale and complexity of the seaborne supply chain, it can be easy for key stakeholders to become overwhelmed by information overload and let value-driving insights slip through the cracks. And yet, even small workflow gains have the potential to drive significant value.

With the right marine logistics solution, your seaborne supply chain can tap into the contextual information and connected tools it needs to unlock data-driven value at key points in the workflow.

**Let's look at 10 specific ways that the Veson IMOS Platform can drive measurable value for seaborne supply chains like yours.**



### Pre-Trade Analysis

Comprehensive pre-trade market analysis is critical for identifying the best trade opportunities, and making decisions with full knowledge of broader conditions in the market. Veson delivers full visibility into vessel supply, specifications, and rates so that marine logistics, scheduling & planning, and chartering teams can quickly and easily identify the best vessels based on their specific requirements.

**Key Question: Do you have a systematic way to evaluate freight availability and rates in the market?**



### Cargo Visibility

Often considered the least visible link in the global supply chain, the marine modality is exceedingly difficult to manage. The IMOS Platform provides visibility over cargo locations, costs, ETAs and ETD's, giving marine logistics stakeholders the understanding and control they need to stay informed, adapt to changing realities, and make the best possible decisions.

**Key Question: Do you know what's happening to your seaborne cargo?**



### Production Site Coordination

Critical to the success of the seaborne supply chain is the ability to understand the exacting requirements of production sites. The IMOS Platform streamlines this process by enabling production planners to specify cargo and voyage requirements in a standardized way, and replicate future movements. After a request is created, production planners can systematically measure its status until the cargo arrives at its destination.

**Key Question: Are your production sites and marine logistics stakeholders on the same page?**



### Nominations Workflows

The average voyage nomination includes hundreds of emails, leading to inefficient workflows and costly information gaps. In one, centralized workspace, the IMOS Platform empowers marine logistics professionals to streamline the efficiency of the planning process, rapidly compare multiple voyage scenarios, understand the downstream impact of potential decisions, and nominate the optimal voyage to minimize their supply chain costs and meet business timelines.

**Key Question: Is your voyage nominations workflow marked by email overload?**



### Marine Cost Control

Seaborne supply chain costs represent a significant portion of global supply chain expenses. And yet, many organizations struggle to measure and manage them in a data-driven way. The IMOS Platform provides dynamic expense tracking over the course of a voyage, enabling marine logistics professionals and supply chain leaders to proactively contain costs as cargo moves across the ocean, analyze cost effectiveness, and identify additional opportunities for cost reduction.

**Key Question: What percentage of your seaborne supply chain costs are avoidable?**



## Laytimes and Variances

To avoid costly delays and optimize estimates over time, tonnage charterers require a precise understanding of projected and actual laytimes, as well as the drivers of laytime variances. The IMOS Platform automates laytime calculations, giving site schedulers a better understanding of time needed to load and unload cargo, and enabling them to make adjustments accordingly.

**Key Question:** Are you able to pinpoint and address the drivers of unanticipated laytime?



## Mitigating Demurrage

In addition to minimizing laytime variance, mitigating demurrage requires a clear understanding of anticipated and actual activity times. The IMOS Platform delivers an accurate view into events at the berth so that dock schedulers and operators can proactively adapt to delays and reduce avoidable demurrage. In addition, tonnage charterers can accurately estimate demurrage in seconds and understand its many drivers so they can proactively reduce it in the future.

**Key Question:** Do you know which activities are causing avoidable demurrage?



## Freight and Marine Fuel Cost Exposure

With freight and fuel cost volatility at an all-time high, it is critical for marine logistics divisions to proactively manage their freight and fuel risk. With a market-linked trading and risk workspace, the IMOS Platform enables your seaborne supply chain to continuously assess its contractual exposure to future fluctuations and consider its costs inclusive of what's happening in the market. Not only does IMOS simplify and automate exposure tracking, it also empowers organizations to look at their business comprehensively and benchmark performance.

**Key Question:** Can you quantify your freight and fuel exposure?



## Claims Management

To account for every claim and minimize claims-related costs, tonnage charterers require comprehensive tracking and detailed documentation. By managing claims windows and delivering superior documentation around supporting events, the IMOS Platform enables tonnage charterers to evaluate which claims are substantiated, strengthen their negotiation positions, and cut down on avoidable expenses.

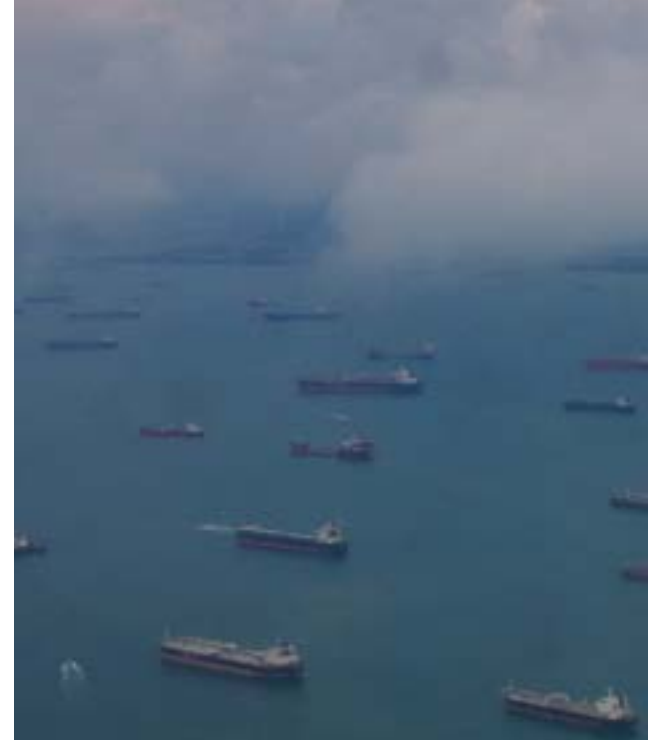
**Key Question:** Are you able to systemically support claims negotiations?



## Integration and Standardization

One of the most compelling advantages of the IMOS Platform is its ability to take insights from every part of the seaborne supply chain, standardize them in a decision-ready format, and make them readily available to key decision makers when they can make the greatest impact. With strong, cross-system integrations and robust analytical tools, IMOS eliminates information gaps and makes KPIs readily available to production planners, marine logistics professionals, berth schedulers, and supply chain leaders where and when they need them most.

**Key Question:** How much are information gaps costing you?



## Small Gains, Big Value That's the Power of IMOS

As a market-leading platform for marine logistics, the Veson IMOS Platform enables seaborne supply chains to:

- Control and anticipate marine logistics-related costs
- Maintain cross-departmental visibility across the marine supply chain
- Efficiently harness meaningful metrics across every part of their workflow

**As the platform that propels maritime commerce, the IMOS Platform is committed to enabling marine logistics departments and stakeholders to realize the true, quantifiable value of digitalization.**

**Ready to discover how IMOS can drive value for your seaborne supply chain?**

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