



**Holland America Line  
&  
e-Commerce**

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# HAL Supply Chain Complexity

- Over 600,000 parts registered in purchasing database
- Each Ship has its own database
- Broadened itineraries

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# HAL Supply Chain Pressure Points

Lean is good!

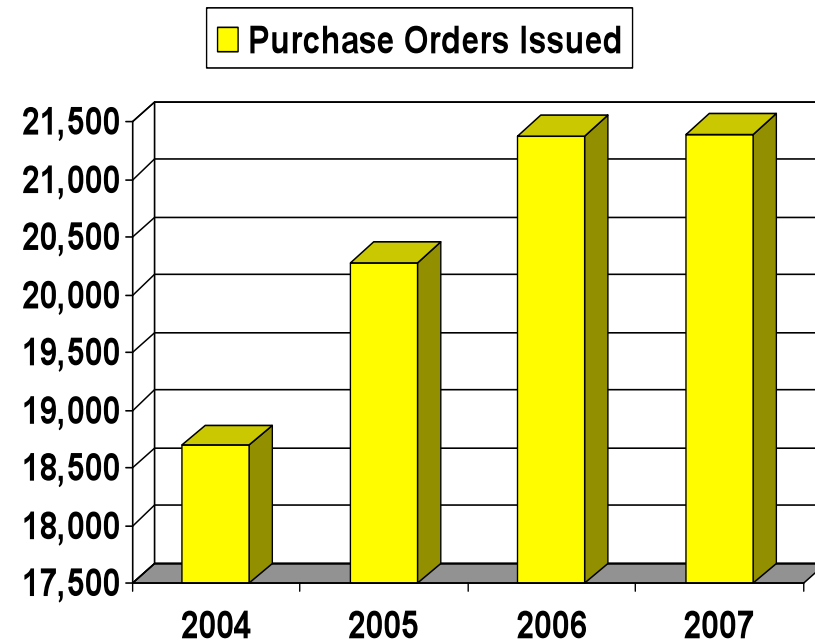
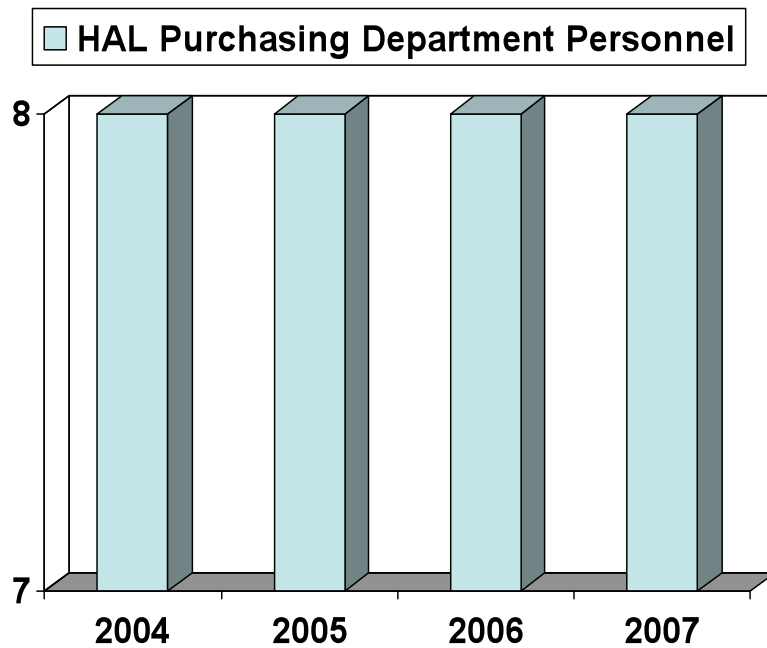
More customizations

More products

Direct deliveries

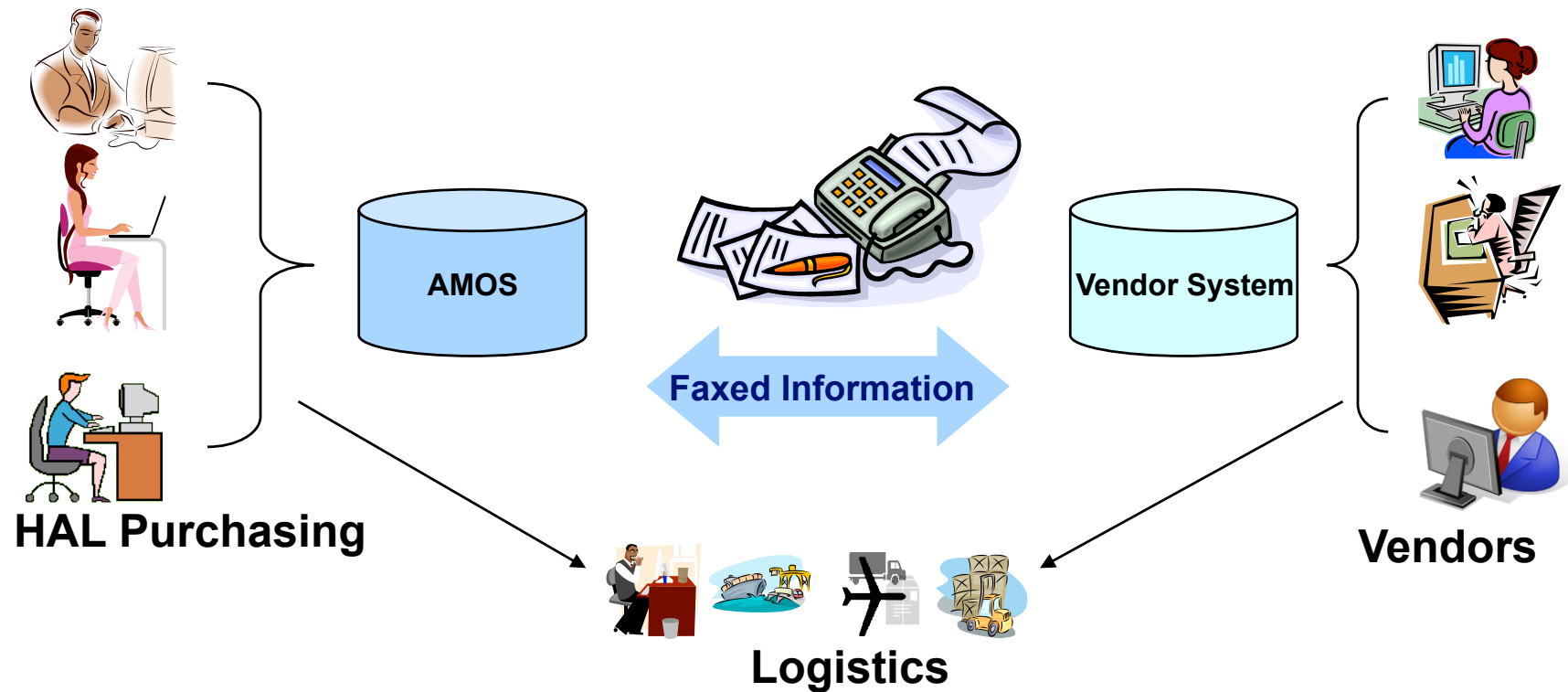
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# HAL Purchasing Agents and POs Issued



◆ Holland America sold 3 vessels in 2007

# HAL Workflow: Faxes



# Why e-Commerce?

- Reliable form of communication
- Improve feedback into purchasing system
- Vendor management
- Improve data quality

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# E- Commerce Strategy

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- Define our vision
- Test and select our technology partner
- Conduct trial with key suppliers
- Suppliers need to benefit as well

## Holland America and ShipServ Partnership

- Excellent support, expertise, and resources
- Purchasing Agents at HAL have embraced change
- Vendor commitments has been a huge benefit

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# Immediate Benefits to Holland America

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- ✓ Increased accuracy in purchase orders
- ✓ PO confirmations are fast and accurate
- ✓ No lost RFQs, POs, or PO confirmations
- ✓ Data cleanup



# What's The Future?

Contract Management

Freight and Logistics Integration

Electronic Invoicing

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Thank you. Any Questions?

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