

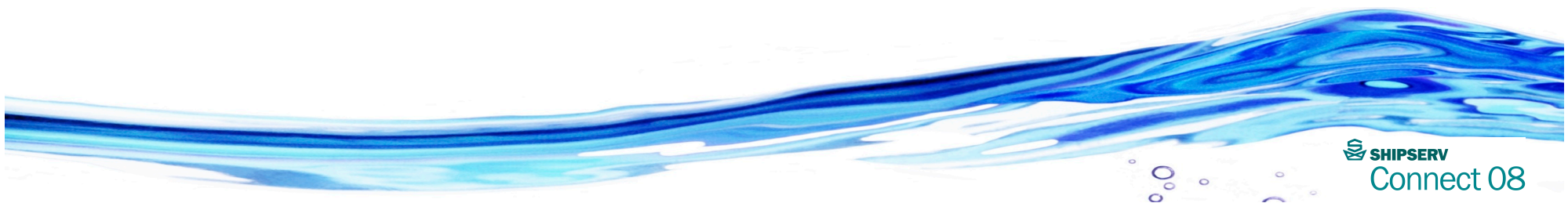
The Challenge of Community – Roundtable feedback



Don Staffin, SVP, Americas, ShipServ

Feedback Session – We Go Together

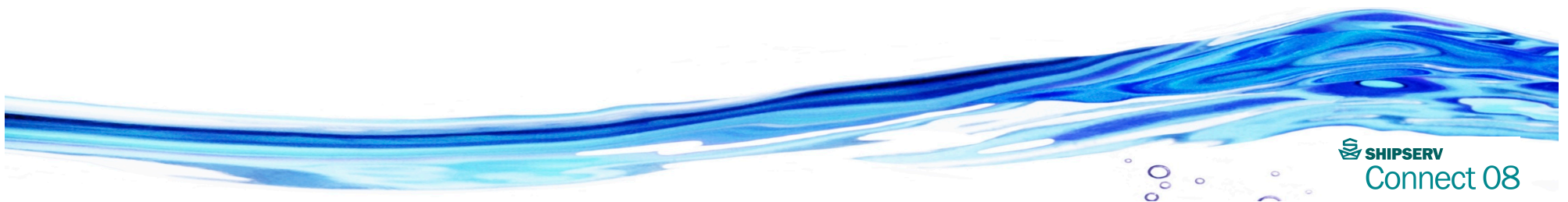
Community – a place that draws people together



Feedback Session

Table List

- SpecTec
- ShipNet
- ABS
- Mixed Buyers
- Logistics
- Suppliers (x4)



All Tables

General Questions for All Tables:

- **What do we mean when we talk about a “virtual community” in the context of maritime business.**
- **How do we see the community developing?**
- **How far along the path do we see ourselves at present?**



SpecTec Roundtable - #1

Presenter: Bart van Doorn
Vroon BV

Data Integrity

- **Improve standards for technical purchasing – spares**

Data Sharing

- **Compare product standards from suppliers**
- **For generic products, receive typical price ranges, delivery for ports**



ShipNet Roundtable - #2

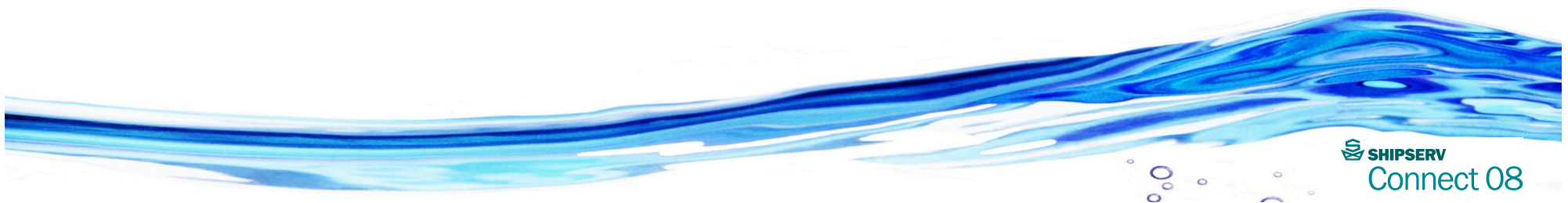
Presenter: Campbell Barrie
Anglo-Eastern Group

Supplier Data

- **Would like to see ShipServ Pages data synchronized with internal supplier data in purchasing system**
- **Add remittance details to ShipServ Pages so that the supplier can be completely set up.**

Allow direct contact of supplier (contact trigger) from within transaction instead of having to look it up in the supplier record.

Incorporate variances within the purchasing system.



ABS Roundtable - #3

Presenter: Timothy Scheller
Columbia Shipmanagement

Community should have:

- **Standardization of transactions**
- **Sharing database and knowledge**
- **Communicating with full specificity (no need for follow-up)**

Ideas:

- **Forums to share ideas and challenges**
- **Need to expand ability to purchase technical services (overhauls, reconditioning, etc.)**
- **2-way logistics data**



Mixed Buyer Roundtable - #4

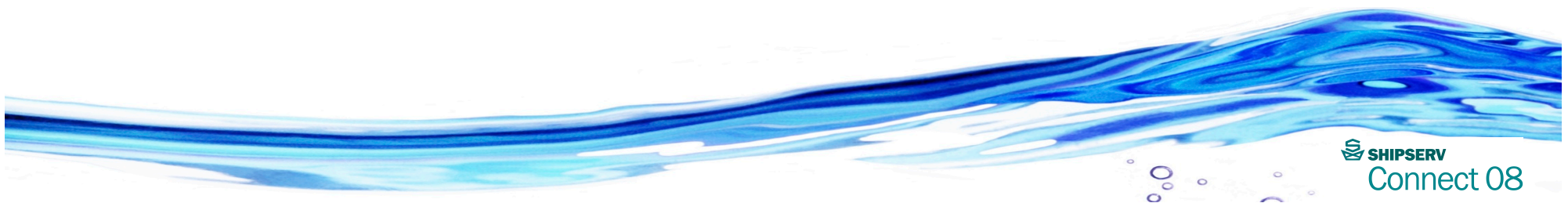
Presenter: Neville Kootar

Torm Shipping India India Pvt. Ltd

Community: Global Electronic Networking

- **Currently sharing info by calling, telephone, etc.**
- **Knowledge is isolated among a few qualified people**
- **Would like to see equivalent of “Yahoo Messenger” on ShipServ which goes beyond Google or Pages to encompass situational purchasing**

Would like to see better coordination between ShipServ and partners



Logistics Roundtable – #5

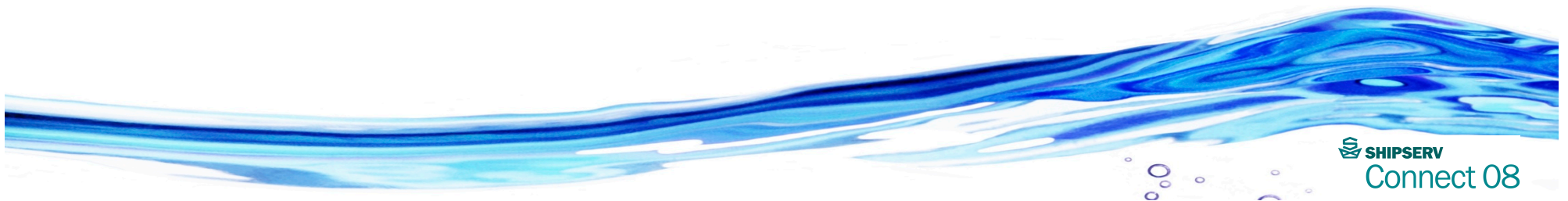
**Presenters: Helge Jensen Thomas Kongsted
Schenker AG DSV Air and Sea**

Question: How does your view of community differ from buyers and suppliers?

Logistics providers start at the order confirmation (when the rest of the RFQ/Quote/PO transaction finishes) – the next leg.

- **Order confirmation must include all relevant information**
- **Would like to receive updated information if order changes from confirmation**

Would like to add data flow from logistics provider back to the buyer



Supplier Roundtable – #6

Presenter: Thomas Banas
ShipServ

For some suppliers, a significant part of their business is with other suppliers. ShipServ needs to get Purchase Order Management capability out in the market, because it is apparently not well publicized.

Biggest challenge for suppliers is increasing exposure to buyers beyond pages listing.

- Would like a way for a buyer looking for goods or services through and RFQ to be able to automatically find other suppliers who could sell the same thing.**



Supplier Roundtable – #7

Presenter: John Nielsen
Wencon ApS

ShipServ Community Facebook

- **Open to everyone**
- **Share information**
- **Trade ideas dynamically**

Suppliers take initiative, individually or (preferably) in work groups to attract buyers to the community.

- **Supplier doesn't want a fraction of business through ShipServ, he wants more.**
- **Supplier salesperson frequently does not fully understand the benefit to the buyer of using ShipServ, and there are potentially thousands of supplier salespeople who have this problem.**
- **Help customer learn what to do to get e-commerce ready. ShipServ should provide simple information tools to suppliers to help the supplier do this.**

Supplier Roundtable – #8

Presenter: Steve Cobley
ShipServ

Community

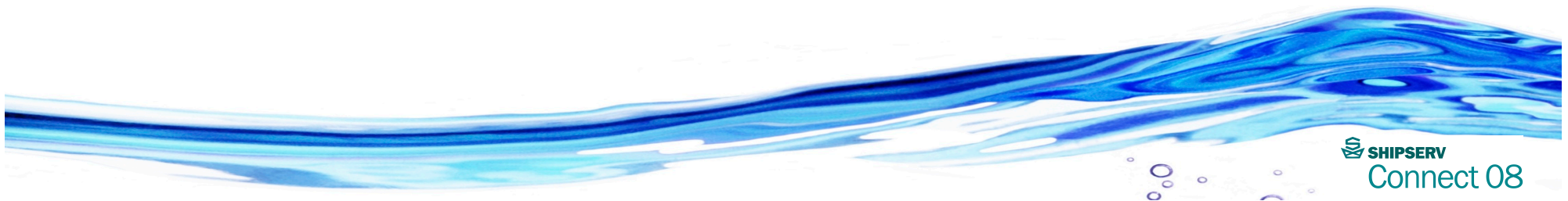
- **Need to transform form 1-1 to broader enablement**

Information

- **Get the right information to the right person**

Development

- **Broadcast RFQ to group, regional, product request**
- **Two way attachments from all providers (currently have one way with AMOS and ShipLink/WebBuyer)**
- **Business intelligence in SmartSupplier**



Supplier Roundtable – #9

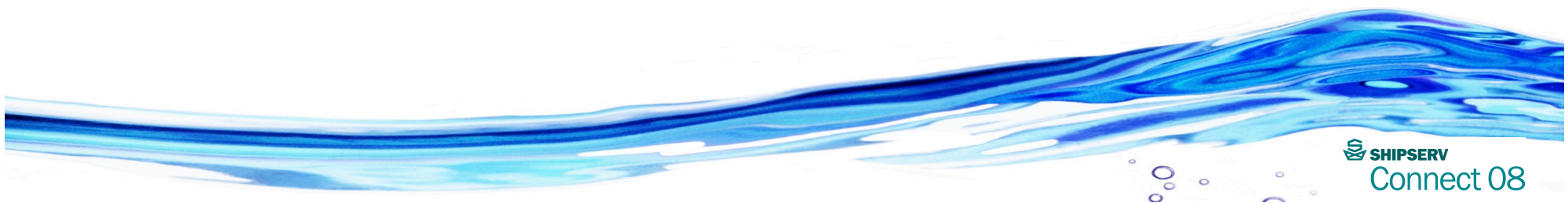
Presenters: **Boris Noordervliet** **Peter Machado**
 Lagaay Intl Apotheek **Seven Seas Group**

Integrated Supplier User Group

- **Extend this conference round table**
- **Bulletin board/blog for sharing ideas**
- **Meet in webinars and future ShipServ conferences**

ShipServ Solutions Newsletter

- **Quarterly**
- **All customers**
- **Top 6 solutions to common challenges (not bugs)**



Feedback Session

Q&A and Wrap-up

