

**Where the ship  
supplies market  
meets to do business.**



**SHIPSERV**  
Find. Connect. Trade.



# **This is ShipServ,** **the industry's e-marketplace.**

Where buyers find suppliers, get quotes, place orders and manage their spending.  
Where suppliers access billions of dollars worth of purchasing power.  
Where strategic, actionable purchasing information flows like water...

No matter how buoyant the shipping market, shipping companies are always looking for ways to reduce costs, increase operational efficiencies and maximize charter income.

But until recently, the purchasing department has played a relatively peripheral role in these important initiatives. Today, there's a new way to do business that brings Purchasing to its rightful place at the strategist's table, while dramatically improving purchasing speed, efficiency and visibility.

Hundreds of companies around the world have turned to an e-marketplace to drive the ship supplies market to new levels of efficiency, effectiveness and strategic value.

#### Introducing ShipServ

ShipServ is the e-marketplace for global shipping supplies. Founded in 1999, it has grown over the years to an annual trading volume of over \$1.2bn in 2009.

Today, ShipServ helps nearly 150 ship owners, ship managers and shipyards improve the way they do business. It does this in three ways:

#### Automating manual processes

Replacing faxes and phone calls with simple, web- and email-based transactions (reducing cycle times by around 30%).

#### Driving down search costs

Buyers and suppliers spend a fortune trying to find each other. ShipServ drives down these costs, dramatically and measurably.

#### Using information to make better decisions

ShipServ gives new visibility into a wide range of important metrics – from supplier and purchaser performance to sourcing efficiency, requisition times and levels of PO/Invoice mismatching.

The result of these three innovations has helped ship owners and managers supply more ships more efficiently without adding back-office staff. It has also helped suppliers generate new business at the lowest possible cost per sale. Win-win.

#### ShipServ solutions

ShipServ brings together a range of powerful solutions in an integrated marketplace platform that helps buyers and sellers find each other easily, connect cost effectively and trade efficiently:

**TradeNet** – the ship supplies trading platform that connects the entire supply chain with electronic information flow.

[Find out more about TradeNet...](#)

**Pages** – the ship supplies industry's most comprehensive and most active supplier directory.

[Find out more about Pages...](#)

**Mariner's Annual** – the ship-based product reference and ordering guide.

[Find out more about Mariner's Annual...](#)

Together, these tools are helping the operational supplies market transform itself to take advantage of the power of the Internet.

[Find out more about ShipServ...](#)



“In the past our buyers were dealing with 20 ships. Now we can do 40 ships with the same number of buyers.”

Paul Miller, Head of Purchasing, OSG UK

## A better way to do business.



### The New Strategic Purchaser It's all about efficiency, visibility and risk management

The purchasing role has become increasingly strategic for ship owners, managers and shipyards. Today, the business looks to Purchasing for more than simply the lowest operational costs. It also needs:

- **Visibility** into key performance indicators that drive profitability
- **Management of supply risks** that affect downtime, off-hire and voyage cancellations
- **The ability to benchmark** against industry best-in-class performance

- **Control of the processes** that affect profitability and compliance

- **Operational flexibility** to support growth, change, investment, divestiture and mergers

The e-enabled purchasing department delivers distinct benefits across all of these critical dimensions. That's why ShipServ has conferred strategic advantage to so many top shipping companies.

OVER

**\$1.2**

**BILLION**  
TRADED IN  
**2009**

OVER

**40,000**

USERS IN

**90 COUNTRIES**

NEARLY

**150**

SHIP OWNERS, MANAGERS  
AND SHIPYARDS TRADING  
**ON TRADENET**

**4.0**

**MILLION**  
TRANSACTIONS  
**IN 2009**

Managing operational supplies efficiently and effectively is a challenge in any industry. In shipping, it's much harder. The operations we supply move around. They could be almost anywhere in the world at any time and are often in new ports they've never visited before.

This simple truth – combined with the fact that every ship is a complex, highly interdependent operational system – makes it increasingly difficult to get ships the supplies they need to sail safely and profitably.

#### Enter TradeNet

TradeNet is the ship supplies trading platform that connects the entire supply chain with electronic information flow.

For the first time, buyers and suppliers can go through a single electronic hub instead of trying to create custom, hard-wired integrations between every supplier and buyer.

[See who's using TradeNet...](#)



#### How it works

Buyers and suppliers use TradeNet to send all RFQs, quotes, purchase orders, confirmations and acknowledgements to each other using MTML (Marine Trading Mark-up Language), the industry standard communications protocol.

TradeNet streamlines and automates the entire purchasing cycle by integrating these core modules in one platform:

#### Order Management

Where buyers prepare and send RFQs, receive and manage quotes, place and track orders.

#### Catalog Management

Making it easy to publish catalogs to simplify ordering and reduce errors.

#### Contract Management

Ensure contracts are accurate while reducing 'maverick spend'.

#### Logistics Management

Sending purchase order data to suppliers and freight forwarders in one step.

#### Business Intelligence

Helping optimize purchasing control and performance by managing Key Performance Indicators.

TradeNet easily integrates with all the major purchasing systems in the shipping industry including custom systems. The average TradeNet customer is fully integrated in days.

#### The benefits

Over nearly 150 top ship owners, managers and yards use TradeNet every day to support 5,000 ships. They've replaced manual, paper-based processes for good reason:

- **Faster purchasing processes** – cut order cycle times by 30-50%
- **More accurate orders** – waste less time unwinding errors
- **More on-time deliveries** – and more productive ships
- **Lower risk of off-hire days** – caused by supply issues
- **New business insight** – to benchmark and improve suppliers, processes and KPI performance
- **Easier compliance** – with best-practice processes and total transparency
- **Simple integration** – links to ERP systems quickly and easily using open standards

# TradeNet saves time, money and effort through the entire purchasing cycle.

[Find out more about TradeNet...](#)



“ShipServ has been one of our biggest successes in purchasing – our buyers can do more actual ‘buying’, there’s less wasted time.”

Ed Seoane, Director of Procurement, LMS Shipmanagement

#### The Supplier Ladder

Suppliers benefit from TradeNet by enjoying direct, frictionless access to the world's biggest fleet. There are three levels of supplier participation,

starting with a free online tool then progressing through the more complete Smart Supplier application and the fully-integrated Expert Supplier dashboard.



Pages is the industry's most comprehensive, most up-to-date on-line supplier directory. Thousands of active buyers with immediate needs use it every day to find the right supplier in the right port.

Like Google, Pages makes it easy to perform simple or advanced searches and delivers instant results. Unlike Google, Pages comes from within the shipping industry so it knows the difference between a Ship's Chandler and Raymond Chandler.

With Pages, buyers can search by category, brand, product, supplier, country or port. Or they can choose to browse the directory. Either way, the world's maritime suppliers are a click away.

#### TradeNet integration

Because Pages is linked to the industry's leading ship supplies trading platform, buyers not only see which suppliers can supply a given product – they also see which suppliers have already done so.

This qualitative information helps guide buyers quickly to the most reliable sources.

#### Flexible Options

Pages is free to everyone - buyers can search for free and suppliers can get listed at no cost. However, suppliers can choose from a range of additional opportunities to raise their profile; from enhanced 'premium' listings to banner advertising to uploading searchable product catalogs.



## ShipServ Pages: Helping buyers and suppliers find each other fast.

Find out more about Pages...



“ShipServ gives us more time to look after our customers needs and offer a higher level of service.”

Boris Noordervliet, Managing Director, Lagaay International

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