

ShipServ Supplier Suite

The ShipServ Supplier Suite contains everything you need to get trading with the world's largest maritime buying community. Within hours you could be marketing your products and services on ShipServ Pages, the online supplier directory and be ready to receive and respond to RFQs and orders through ShipServ TradeNet, the online trading platform.



SHIPSERV
Find. Connect. Trade.

Data Sheet: ShipServ Supplier Suite

Get your slice of the cake!

For nearly 10 years ShipServ has been helping companies like yours trade with ship owners and managers across the world.

In 2008, over **\$1bn of products and services** were purchased by over **130 shipping companies**, operating close to **4,500 vessels** – making ShipServ the world's largest maritime buying community.

We'd love to help you get a slice of this cake, and invite you to sign up to our ShipServ Supplier Suite.

Introducing ShipServ Supplier Suite

The ShipServ Supplier Suite contains everything you need to get trading with the ShipServ buyer community. It lets you market your products and services to them online and to receive and respond to RFQs and orders, all from a single, simple to install package.

TradeNet Membership – The Marque of Trading Quality Around The World

With the **Supplier Suite** you automatically become a full **TradeNet Member** – something we know many buyers look for when placing orders. With TradeNet Membership you get:

- Your own TradeNet ID as confirmation to being available for the TradeNet buying community
- An entry in the ShipServ Community list on www.shipserv.com
- Permission to promote your company as a TradeNet Member, together with a membership logo, in your own marketing material.
- Access to ShipServ's Annual Conference programme
- Priority mentions in ShipServ's own extensive marketing programme.
- The opportunity to join ShipServ at

some of the world's leading maritime exhibitions including **AsiaPacific Maritime, IMPA Conference, ISSA Conference, NorShipping, Sea Asia, Sea Japan** and **SMM**.

3 reasons to sign up to Supplier Suite

- **Full TradeNet Membership** – something we know our buyers look for when placing orders.
- **Top visibility in the ShipServ Community** – sending more orders your way.
- **Improved Google ranking** – our technical expertise means more people will find you on Google.

All this for a few hundred dollars a month!

The **Supplier Suite** represents excellent value. In fact it works out at just a few hundred dollars a month!

Supplier Suite – The Complete Pack

The **Supplier Suite** contains everything you need to market to, and trade with, the global ShipServ buying community. Included in the Suite are:

- A **Premium Listing** on ShipServ Pages
- The **Catalog Option**
- **SmartSupplier** subscription

ShipServ Pages is the world's leading on-line maritime suppliers directory. Over 12,000 visitors use Pages every week, with a buyer contacting a supplier every 3 minutes, 24 hours a day, 7 days a week.

A **Premium Listing** helps you jump out of the pack and rise to the top in search results. Our analysis shows that buyers are

20 times more likely to request the contact details of, or send an enquiry to, a Premium Listing supplier when compared to those represented by our standard "Basic" Listings. This is not only because Pages ranks them higher than Basic Listings, but also because Premium Listings can link themselves to more categories, brands and ports. This means that your listing has more chance of coming high in search results.

The **Catalog Option** further enhances your profile. It allows you to upload detailed information about the products and services you provide, including part descriptions, part numbers and even price information. Uploading a catalog will really increase the range of keywords that you will be found under.

Once a TradeNet buyer wants to do business with you, you'll be invited to connect on TradeNet, where you'll begin to receive RFQs, submit quotes and accept orders – all without going near a fax machine! **Smart-Supplier** enables a standard process for securely preparing, sending and receiving sales order documents, including receiving RFQs and orders, and sending quotes and confirmations. This results in a significant reduction in your communication costs with buyers.

In summary, the **Supplier Suite** provides you with the complete pack of services allowing buyers to find you, connect with you and trade cost effectively.

ShipServ - The Numbers

- 131 ship owners, managers and shipyards spending over \$1bn a year
- Over 30,000 users in 90 countries
- 3.5 million transactions in 2008
- Over 4,500 ships supplied





Data Sheet: ShipServ Supplier Suite

Frequently Asked Questions

Tell me more about ShipServ & ShipServ TradeNet?

ShipServ is the leading maritime e-marketplace, helping the buyers and sellers of ship supplies to reduce the costs associated with doing business together. In 2008 ShipServ helped its members save an estimated \$100m and transformed the way they do business. Whether a Buyer needs to streamline its purchasing operations or a Supplier wants to reduce the cost of attracting or retaining customers, ShipServ is unique in helping businesses of all sizes to find each other easily, connect cost effectively and trade efficiently.

ShipServ TradeNet is the largest community of ship supplies buyers. Over 130 owner / managers and yards with more than 4,500 ships are participating today with more joining all the time. Buyers love TradeNet and always prefer TradeNet suppliers because it's the efficient, accurate way to do business. TradeNet is the fastest, easiest way to build your business.

How do I create my Premium Listing?

Once you purchase your Premium Listing, our dedicated 24x7 support team will send you a welcome pack detailing how you can access our easy-to-use online facility to create your listing. Simply log on with the ac-

cess key we provide and just fill in the online form. Click publish and away you go! You can return at any time and update/change your listing as many times as you like.

How can I maximise the number of enquiries I receive?

The more information you provide in your listing the more likely you are to win new business. Also, our support team will help you get the most out of your listing.

How does ShipServ help me on Google?

Once your Premium Listing is set up, we then go through a process of editing and organizing how your webpage is stored. This includes increasing its potential relevance to specific search terms on Google as well as ensuring that external links to the site are correctly titled and in abundance. All of this means you stand a better chance of coming high up in Google search results. So for example if you're a Chandler based in Dubai, there's every chance your Pages details will come at the top of list when someone searches for "Chandlers Dubai" in Google. In fact, we have many suppliers whose Pages listing comes above their very own website. That's because with over 27,000 suppliers on Pages our site is more popular than any one supplier's site. We effectively have more power to be successful on Google. And with your catalog on Pages you also have more chance of being found

as the actual products you stock are indexed too. The process of making sure your webpage has a higher chance of being found by Google is called Search Engine Optimization (or SEO).

Creating a Catalog sounds like a lot of effort – but is it?

No - remember that you can start small and gradually build up your online presence. Start with your most important products/brands first and add more when you have the time.

How much does it cost?

The Supplier Suite represents excellent value. In fact it works out at just a few hundred dollars a month! To get a slice over \$1bn!

How do I get more information?

To find out more, or to sign up for the **ShipServ Supplier Suite**, contact our P Account Team at pages@shipserv.com +44 20 311 9713.

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

Boris Noordervliet, Managing Director, Lagaay International

ShipServ sales offices:

Europe, Middle East, Africa

Copenhagen
eurosales@shipserv.com
Phone: +45 3332 3120

London

eurosales@shipserv.com
Phone: +44 203 051 0250

Asia & Pacific

asiasales@shipserv.com
Phone: +852 2501 9222

Japan

info@marine-net.com
Phone: +81 3 5414 8474

Americas

usasales@shipserv.com
Phone: +1 732 738 6500

www.shipserv.com



SHIPSERV
Find. Connect. Trade.