



SUCCESS STORY

# New collaboration capabilities packed with productivity for OOCL

OOCL keeps the cargo moving with improved communication and collaboration powered by tibbr

## Overview

International shipping and logistics takes Orient Overseas Container Line (OOCL) and its employees to 55 countries globally with a fleet of more than 270 ships. As one of the largest container and shipping companies in the world OOCL employs more than 6K employees and operates more than 280 offices worldwide.

With a culture of continuous innovation, the company is continually looking for ways to automate, better manage complex logistics, promote collaboration with other offices and respond to exceptions with greater efficiency and intelligence.

Unforeseen shipping exceptions – any situation that causes a delivery to be rescheduled – are a fact of life in logistics. In the past, OOCL used a hodgepodge of communication tools – phone calls, faxes, email – to manage shipping exceptions, making it very easy for information to be scattered among multiple companies involved with shipping. Poorly managed exceptions lead to unhappy customers and lost business.

## Improve service with better visibility and monitoring of shipping exceptions

Even with all OOCL's efforts to automate business processes to make sure shipments arrive on time, a number of delays could happen – storms approach, seaports close, or cargos don't load. In a moment's notice, employees need to be aware of disruptions so they can respond to customer inquiries. OOCL needed a better game plan surrounding the communication of these types of shipping exceptions.

By examining problem resolution workflows and collaboration process between regions, OOCL focused on building a transparent and streamlined means of monitoring and handling exceptions. "Every shipment we do is always at least across two countries if not three, so that would bring up a lot of small details that enterprise databases would not be able to capture," explains



### Headquarters

Hong Kong

### Size

6000 employees

### Industry

Transportation

### Challenge

- Increase visibility into complex shipping logistics and provide a better way for employees and partners to collaborate throughout the shipment cycle.
- Enable employees to respond to shipping exceptions with greater efficiency and intelligence ~~with real-time collaboration and information sharing~~
- Break away from a hodgepodge of communication tools – phone calls, faxes, email – to manage shipping exceptions and centralize access to information
- Provide mobile access to exception changes and shipping communications to accelerate response to customer inquiries

Mr Steve Siu, CEO of CargoSmart Limited. “We needed a better way to collaborate around these disruptions, share the most current updates like weather changes, and maintain a good rapport with our customers and international markets.”

CargoSmart is an independently-operated company that OOCL supports by investing in the development of its commercial logistics-management software. CargoSmart works with transportation companies across all sectors to enhance customer-service capabilities and operational efficiency ~~for all transportation partners.~~ CargoSmart sought to address the challenge of handling shipping exceptions by bringing everyone together under a common collaboration layer. “We wanted to experiment with enterprise social computing and an “opt-in culture”, where everyone can contribute to a conversation and freely communicate their ideas,” explain Siu. “We viewed tibbr as more of a culture change than a technology project,”

## Collaboration delivers logistics leadership

To bring about a better way to collaborate around disruptions, CargoSmart sought an enterprise social platform to bring all essential parties – and their information – into a single, secure system. CargoSmart recognized that by building an enterprise social network that everyone, including partners and customers could access would ultimately lead to a more open and energetic enterprise culture. The tibbr social enterprise collaboration platform was selected after a careful evaluation of social networking platforms.

OOCL started ~~by~~ identifying key workflows surrounding their exception management processes ~~and mapping~~ out new communication paths using tibbr as a common collaboration layer. A central goal of ~~this~~ transformation was to move away from clumsy email alerts to a more transparent and streamlined means of monitoring and handling exceptions. CargoSmart envisioned an environment where employees and partners can share short messages to resolve exceptions, reschedule deliveries and keep customers better informed.

CargoSmart began an initial pilot study within OOCL to evaluate the effectiveness of the tibbr social enterprise platform within the organization. With a strong base of employees using the system, OOCL then expanded the program to include the company’s executive training

“*tibbr enables people to freely communicate their ideas, without worrying about organizational barriers or bureaucracies.*”

Steve Siu, CEO of CargoSmart Limited

program. “Those users became ‘seeds’ who went back to their regions to demonstrate tibbr capabilities and champion broader adoption. Involving senior executives up front and identifying business unit sponsors also fostered widespread acceptance,” explains Siu.

With the tibbr platform OOCL enables real-time collaboration between employees, streamlined information sharing, and improved communications across more than 280 separate offices. “tibbr enables people to freely communicate their ideas, without worrying about organizational barriers or bureaucracies,” said Siu.

## Exceptional visibility of logistics pays off

Now, when a natural disaster strikes or seaports close, employees are ~~connected~~ to the right information. When exceptions are detected, it’s automatically posted to a tibbr subject that appears on the wall of all relevant users in logistics, container shipping and IT; making it easy for employees to add comments and share updates. Mobile access enables employees in the office or traveling between seaports to access exception changes from their mobile devices and receive key alerts for relevant customer accounts anywhere and at anytime.

With a high level of user adoption and executive support, OOCL aimed to make the system available to outside partners by ~~integrated~~ tibbr into CargoSmart’s commercial logistics-management software. ~~CargoSmart integrated the tibbr social collaboration platform into their commercial logistics management software~~ and enabled their first customer. Today, tibbr continues to provide the foundational collaboration support that drives CargoSmart’s SaaS based shipping and logistics management solutions to provide customers with increased visibility and collaboration throughout the shipment cycle.

## Benefits

- A collaborative foundation supporting CargoSmart's commercial logistics-management software to share short messages to resolve exceptions, reschedule deliveries and keep customers better informed with a transparent and streamlined means of monitoring and handling shipping exceptions
- Eliminated informational silos and provided partners with increased visibility throughout the shipping cycle
- Accelerated response to customer inquiries with real-time mobile access to complex shipping logistics and changes to shipping exceptions and the ability share the most current updates like weather changes
- Removal of multiple communication tools and centralized access to shipping information and exception handling

*“ We wanted to experiment with enterprise social computing and an “opt-in culture”, where everyone can contribute to a conversation and freely communicate their ideas. ”*

Steve Siu, CEO of CargoSmart Limited

---

**About tibbr** With users in more than 100 countries, tibbr is the social enterprise platform that is revolutionizing the way we work, collaborate, learn and share. tibbr connects people, applications and data in context in an entirely personal way. tibbr brings together what matters – to individuals or groups – to get work done better, faster. It's an open, intensely flexible platform that can be delivered on premise or in the cloud. Learn more at [www.tibbr.com](http://www.tibbr.com).

**About TIBCO** TIBCO Software Inc. (NASDAQ: TIBX) is a provider of infrastructure software for companies to use on-premise or as part of cloud computing environments. Whether it's efficient claims or trade processing, cross-selling products based on real-time customer behavior, or averting a crisis before it happens, TIBCO provides companies the two-second advantage® – the ability to capture the right information, at the right time, and act on it preemptively for a competitive advantage. More than 4,000 customers worldwide rely on TIBCO to manage information, decisions, processes, and applications in real time. Learn more at [www.tibco.com](http://www.tibco.com).



TIBCO Software Inc  
3307 Hillview Avenue  
Palo Alto, CA 94304

Sales: 1.855.842.2770  
[www.tibbr.com](http://www.tibbr.com)