

Oracle & Boon Software Customer Testimonials

The screenshot displays the WMS-ONLINE interface. At the top, it says 'WMS-ONLINE Standard Warehouse Services'. Below this is a navigation menu with options like 'Main Menu', 'Enquiry', 'Location Capacity', 'Pallet Content', 'Product Detail', 'Product Lot Tracking', 'Warehouse Occupancy Report', and 'Inbound/Outbound Volume Report'. The main content area is titled 'LOCATION CAPACITY' and includes a search form with fields for 'Warehouse Code' (ABC=ABC Test Y), 'Group By' (Floor No), 'Occupancy' (Location), 'Search Floor No' (%), and 'Bin Location No'. Below the search form, there is a section for 'Floor Location Occupancy' which shows two rows of data:

Floor	Location Occupancy	Usable Locations	Total Locations
Floor E1	20/550 = 3.64%	550	550
Floor E2	3/7 = 42.86%	7	7





Partner Profile

Boon Software Consulting Pte Ltd

Singapore

www.boonsoftware.com

Boon Software, a division of the BSL Group of companies, is a leading logistics solution provider in Asia specializing in warehouse management systems. Incorporated in 1993 to focus on software applications and consultancy, it is an **Oracle Partner**.



STRENGTHEN YOUR ADVANTAGE

No one knows better than you about the challenges small and midsize companies face. You live with competitive pressures every day. There are always business rivals with deeper pockets, customers demanding more for less, and suppliers giving preferential treatment to larger organizations.

Because of your company's size, however, you may have at least one powerful advantage over bigger organizations—and that's business agility. You can respond quickly to changing market and economic conditions. While the larger players are still deciding what to do, you can size up potential business opportunities or threats—and act fast—before they do.

How can you sharpen your competitive edge? First, by having a secure and reliable information system that provides superior business intelligence, collaboration power, and transactional efficiency. But it's not just about buying the right software products. It's also about forming a strategic relationship with an information management provider that knows how to implement best practices, create competitive advantage, and facilitate growth.

Oracle, in conjunction with a network of partners such as Boon Software Consulting Pte Ltd, has worked with small and midsize companies for more than a decade, providing powerful and integrated business solutions that are easy to use and inexpensive to maintain. Together with our partners, we provide industry knowledge and local expertise in information management, to help you achieve stronger performance and greater profitability. **Now the power of Oracle is within your grasp.**



Customer Profile

ABX LOGISTICS Singapore

www.abxlogistics.com

ABX Logistics is one of Europe's top 10 companies in logistics and land, air, and sea freight transportation. It employs 15,000 people in more than 30 countries and in 2003 had a consolidated turnover of €2.68 billion (US\$3.26 billion). Outside Europe, its international operations consist of 49 branches in 12 countries in the Asia Pacific region and five countries in the Americas.

Industry:

Travel & Transportation

Employees:

Fewer than 500

Annual Revenue

More than USD 1.001 Billion

ABX LOGISTICS Cuts Support Costs, Boosts Customer Service with Web-Based Warehouse Management

"ABX LOGISTICS has always regarded Boon Software as a leading source of specialist expertise and application functionality for the logistics industry. WMS-ONLINE maintains those traditional advantages and lowers the total cost of ownership through its Web-based architecture." - **Jaz Ong, IT Administrator, ABX LOGISTICS**

ABX LOGISTICS began life in 1993 as an arm of the Belgian railway organization SNCB/NMBS. Originally set up as a domestic transport company, over the next five years it acquired three of Europe's biggest transport and logistics companies as part of an ambitious international expansion plan.

Today, ABX LOGISTICS ranks among the world's largest providers of logistics services. Headquartered in Brussels, Belgium, the company has 500 offices in 34 countries and employs around 15,000 people. Its group portfolio spans the entire logistics supply chain, from goods procurement to transport, distribution, and other value-added services.

ABX LOGISTICS' Singaporean office services the Asia Pacific region, providing management, coordination, and support for operations in Australia, Bangladesh, China, Hong Kong, Indonesia, Japan, Korea, Malaysia, the Philippines, Taiwan, and Thailand.

The company is renowned for its innovative use of information technology to ensure reliable logistics and fulfillment processes within the worldwide ABX LOGISTICS network. For many years, ABX LOGISTICS used an application called WMS-PLUS to control its Asia Pacific warehouse management systems. Developed by Singapore-based Boon Software, WMS-PLUS is a client/server application that provides sophisticated warehouse, inventory, and logistics functionality.

However, ABX LOGISTICS was finding the client/server nature of the platform increasingly costly to maintain across the fast-growing Asia Pacific operation. Each country required a separate installation backed by expensive technical staff and complex IT infrastructure.



SUMMARY

Key Benefits

- ◆ Streamlined logistics management by migrating to Web-based warehouse application
- ◆ Boosted customer satisfaction through online self-service and better logistics data
- ◆ Reduced support and operating costs by centralizing core logistics applications
- ◆ Enabled customers to download logistics data without re keying

Oracle Products & Services

- Oracle Database Standard Edition
- Oracle Internet Application Server

“We were really very happy with the functionality that Boon Software offered, but migrating from the client/server version to a Web-based environment was a priority,” said Jaz Ong, IT administrator at ABX LOGISTICS in Singapore. “A Web application environment would enable us to cut operating costs, improve the consistency of our data, and respond to customer demands for direct access to logistics information.”

Web Warehousing Cuts Operating Costs

Fortunately, Boon Software was ready for this eventuality and eager to help. Its Web-based warehouse management system, WMS-ONLINE, was released in 2000 and contained the full array of functionality ABX LOGISTICS required. Designed for providers of both fourth-party logistics (coordinating logistics provided by other companies) and third-party logistics (actually providing logistics services to clients) as well as manufacturers and distributors, WMS-ONLINE is designed to support multiple sites from a single location. It enables new sites to be brought online quickly and easily, even when different languages are involved.

Migrating to WMS-ONLINE enabled ABX LOGISTICS to reduce its operating costs substantially. Immediate savings derived from the eradication of costly IT infrastructure—both hardware and software—in each of the company’s country offices, as well as reduced support costs through centralization of the warehouse management application in Singapore. Further savings are expected over time because ABX LOGISTICS needs only to support and upgrade a single instance of its database and applications for the whole Asia Pacific business.

WMS-ONLINE lets the company centralize IT operations at the regional level by delivering the application via the Web. This reduces infrastructure and operational costs by tapping economies of scale. “We see the internet approach as the best way to contain costs over the long-term,” Ong said. “There is no software on the desktop to maintain and all the server infrastructure is managed centrally here in Singapore. That means we can concentrate on optimizing the performance of our system in a single location and roll it out to as many offices as we need with minimal increase in support costs. Each new ABX LOGISTICS office only represents a marginal increase in our costs base.”



Advice from ABX LOGISTICS

Embrace Web-based software to lower operating costs and increase customer service. An internet architecture delivers particular dividends for a geographically dispersed company with small operations in each country.

Optimizing Warehouse Operations

Driven through a standard Web browser interface and powered by Oracle Database, WMS-ONLINE provides the full spectrum of warehouse and logistics management capabilities. It includes modules for inventory, stock location, warehouse optimization, picking slip generation, picking route optimization, and delivery route optimization, among others.

"ABX LOGISTICS has always regarded Boon Software as a leading source of specialist expertise and application functionality for the logistics industry," said Ong. "WMS-ONLINE maintains those traditional advantages and lowers the total cost of ownership through its Web-based architecture. Backed by the scalability and performance of Oracle Database, it was a winning combination for ABX LOGISTICS."

Ong said ABX LOGISTICS was also benefiting from the standardization of its management disciplines and operating procedures across all of its local subsidiaries. The WMS-ONLINE application is now accessed by staff in 12 countries in three languages (English, Japanese, and Simplified Chinese, with Thai to be added soon).

"It speaks volumes about Oracle Database and Boon Software that we can handle this level of complexity from a single online server," he added.

Boon Software further extended the functionality of WMS-ONLINE by helping ABX LOGISTICS integrate its handheld radio frequency (RF) warehouse devices into the logistics management environment. Operations staff on the warehouse floor now scan barcodes as they pick products and records in the Oracle Database are instantly modified using a combination of local RF links and the internet.

Self-Service Functionality Lifts Customer Satisfaction

In the demanding world of real-time logistics, customers are continually demanding greater access to warehouse and transportation information around the clock. For example, a shipping company in Melbourne, Australia wants to be able to instantly check its inventory holdings in a warehouse in Hong Kong and the progress of its latest manufacturing shipment from a factory in China. This 24/7 environment places logistics companies under tremendous strain and underlines the necessity of giving customers access to self-service tools via the internet.



Ong said the combination of WMS-ONLINE functionality and the scalability and performance of Oracle Database helped ABX LOGISTICS stay ahead of its rivals by providing customers with immediate access to logistics data via an easy-to-use browser interface.

“Online self-service is no longer optional in the logistics sector—it’s a mandatory requirement to fulfill customer demands,” said Ong. “ABX LOGISTICS lifted customer satisfaction by enabling our clients to view their logistics and inventory records at any time.”

The combination of WMS-ONLINE and Oracle Database ensured ABX LOGISTICS was ready to accommodate any customer demands for rich data formats. “We wanted to meet our customers’ requests for reports in formats such as PDF and Excel files so they could load the information straight into their systems without rekeying,” Ong said. “Our customers need to streamline their processes, and we must help them with that task.”

Why Oracle?

ABX LOGISTICS’ previous client/server environment used the WMS-PLUS application and a Progress database. Coupled with the move to Web-based warehouse management with WMS-ONLINE the company identified a need to adopt a high-performance database server with the power to accommodate internet-scale load. Ong said Oracle Database was the ideal candidate and its performance was “much faster” than the previous database server.

Boon Software now uses Oracle Database as its preferred platform. With Asian markets as its primary target, the independent software vendor chose to build WMS-ONLINE on Oracle Database Standard Edition because it supports all the features the application requires and is one-third of the price of Enterprise Edition.

“We know the logistics industry is suffering from depressed margins,” said Michael Boon, business development manager at Boon Software. “That makes ROI especially important. Oracle Database Standard Edition helps us keep ROI as high as possible.”



Boon said his company chose Oracle for its brand strength and the reliability and performance of the database software. "These considerations are far more important than any issues around open source," he said. "They drive business value."

Why Boon Software?

As the incumbent supplier, Boon Software had already proved its worth to ABX LOGISTICS. "Boon Software was responsive to our feature requests and their internet-enabled platform was exactly what we needed," said Ong.

The Web-based approach of WMS-ONLINE is well suited to companies like ABX LOGISTICS that have multiple offices spread across different countries. System administration is centralized, so staff at remote locations only need basic IT skills. When a new office is opened, there is no need for complicated infrastructure or high-level technical skills because almost all the support work is done centrally.

In addition, the software is optimized for the internet, with particular attention to low-bandwidth requirements that are prevalent in many parts of the Asia Pacific. "We use native PL/SQL calls and Dynamic HTML rather than Java components," Boon explained. "This combination delivers great performance to remote users, even over slow links."

As a local ISV, Boon Software was also well placed to deliver software and support in the multiple Asian languages required by ABX LOGISTICS.

Implementation Process

Typically Boon Software assists clients with the initial installation of the central host and the first few remote sites. This is designed to transfer skills to the client's own IT team so they can then handle the setup for subsequent sites and train the end-users. It is an approach designed to reduce ongoing support costs and lower total cost of ownership.

Implementation began in June 2002 and was completed by October. One month was spent at the central site in Singapore and the remainder in establishing the first few remote sites.



Customer Profile

PIL Logistics

Singapore

www.pillogistics.com

Industry:

Travel & Transportation

Employees:

Fewer than 500

Annual Revenue:

US 1.5 Billion

PIL Logistics Improves Competitiveness, Lowers Costs with Centralized Warehouse Management System

"The combination of Oracle Database with Boon Software's WMS-ONLINE warehouse management application was just the answer for PIL Logistics. The solution provided the functionality we needed to run our business across the region without imposing higher overheads in IT infrastructure and technical staff." - Muhamad Fahtulrazi bin Nasir, Project Manager, PIL Logistics Pte Ltd

Lower tariff barriers and globalization have helped fuel a boom in international trade, particularly for manufactured goods companies in Asia. This has led to increased business for logistics companies, tempered by the requirement to provide customers with more complex services while keeping costs low and delivering an unprecedented level of control for the end client.

Singapore stands at the crossroads of this global shipping growth. Its advantage lies not only in its geographic position but also in the enthusiasm with which Singaporean shipping companies have embraced the logistics revolution.

In order to compete effectively, smaller operators like Pacific International Lines Logistics Pte Ltd (PIL Logistics) require efficient business processes and cost-effective IT infrastructure.

PIL Logistics provides supply-chain management for manufacturing and distribution companies. Its solutions include services such as sea transportation, customs clearance, trucking, and warehousing. Based in Singapore, PIL Logistics has operations in China, Malaysia, and Thailand, and customers across the region.

The company saw internet technologies as the best way to strengthen its competitiveness without the need for complex IT infrastructure and costly specialist support staff at each site. Switching to a Web-based environment was a key business priority for PIL Logistics, driven by top-line support from managing director Teo Teng Seng.



PIL Logistics is a wholly owned subsidiary of Pacific International Lines (PIL). Since its incorporation in 1967, PIL has developed from a coastal ship-owner/operator in Singapore to become one of the largest ship-owners in Asia with a group turnover of over S\$2.0 billion (US\$1.1 billion). PIL Logistics is headquartered in Singapore, with operations in China (Beijing, Guangzhou, Qingdao, Shanghai, Shenzhen, Tianjin, and soon Chengdu), Malaysia, and Thailand. The company focuses on markets that are, from a logistics perspective, more complex yet less developed.

“The combination of Oracle Database with Boon Software’s WMS-ONLINE warehouse management application was just the answer for PIL Logistics,” said Muhamad Fahtulrazi bin Nasir, project manager at the company’s head office in Singapore. “The solution provided the functionality we needed to run our business across the region without imposing higher overheads in IT infrastructure and technical staff.”

Lower Total Cost of Ownership

Built to leverage the scalability and performance of Oracle Database, WMS-ONLINE enabled PIL Logistics to centralize its IT operations by delivering warehouse management functionality via the Web. “A browser-based approach reduced our total cost of ownership because it meant we only needed to maintain one set of IT resources here in Singapore, instead of having servers and technical staff at each of our locations,” said Fahtulrazi.

WMS-ONLINE, the flagship product of Boon Software, a Singapore-based developer specializing in warehouse systems, is a browser-driven thin-client warehouse management system.

It embodies industry best practice gleaned from Boon Software’s years of experience in logistics. Created on the powerful foundation of Oracle Database, WMS-ONLINE allows logistics companies to expand the range and scope of their operations without the typical limitations imposed by IT costs and infrastructure.

As PIL Logistics quickly discovered, the Boon Software solution utilizes a centralized approach to deliver economies of scale that reduce infrastructure and operational costs significantly. The software is optimized for internet usage with minimal bandwidth requirements. WMS-ONLINE allows PIL Logistics to support its facilities in China, Malaysia, and Thailand with just two IT staff based in Singapore. The company expects to maintain this slim IT headcount even as its operations in China grow.

“A Web-based approach also helps us roll out the system to new locations much more quickly,” Fahtulrazi said. “It is effectively a zero-footprint hardware requirement because all that is required is internet access and a browser. All PCs at our overseas branches have these tools as standard.”



SUMMARY

Key Benefits

- Streamlined logistics management with centralized warehouse application
- Improved competitiveness with better logistics information and direct customer self-service
- Cut support and operating costs by centralizing core logistics applications

Oracle Products & Services

- Oracle Database
- Oracle Internet Application Server

Improved Customer Service

A second area where Oracle Database and the Boon Software solution improved PIL Logistics's ability to compete was in customer service.

A centralized warehouse management platform backed by the reliability and scalability of Oracle Database enabled the company to give customers direct access to the PIL Logistics tracking system via the internet. This allows customers to view the status of their shipments and monitor inventory levels—lifting customer satisfaction even as it decreases operating costs for PIL Logistics through reduced staff time spent responding to customer queries. Customers can also enter orders directly via the Web interface or through legacy electronic data interchange (EDI) systems.

Why Oracle?

PIL Logistics was an existing Oracle customer, with Oracle databases supporting custom-developed order management and returns management systems created using .NET tools. Migrating warehouse management to Oracle Database brought the whole company onto an integrated, high-performance Oracle environment.

"We only have a single database server site in Singapore and it is accessed by our other sites on a 24/7 basis, so stability is essential," said Fahtulrazi. "Oracle offers the best database reliability available."

Michael Boon, business development manager at Boon Software, said his company chose Oracle for its brand strength and the reliability and performance of the database software. "These considerations are far more important than any issues around open source," he said. "They drive business value." PIL Logistics was able to leverage its existing Oracle Database Enterprise Edition servers to run WMS-ONLINE, providing further savings.

Why Boon Software?

Past experience with a range of different warehouse management systems, including those using a client/server architecture, led Fahtulrazi to favor the Web-oriented approach offered by Boon Software.



Advice from PIL Logistics

- Ensure communications infrastructure is adequate when choosing the location for a new facility. Even well-serviced areas can contain pockets of poor communications.

“The Web-based approach of WMS-ONLINE is ideal for companies like PIL Logistics that have multiple offices spread across different countries,” he said. “It centralizes system administration. When a new office is opened, there is no need to deploy complicated and costly IT infrastructure or source high-level technical skills. Almost all the work is done centrally.”

Fahtulrazi said Boon Software had worked to ensure WMS-ONLINE performed well even across low-bandwidth internet links. The application uses PL/SQL and Dynamic HTML rather than Java components to optimize performance for remote users with lower-quality internet links. “WMS-ONLINE gives you what you actually need and none of the things you don’t need. It is the core of our warehouse and logistics solution.”

PIL Logistics found Boon Software’s industry experience and logistics expertise compelling, according to Fahtulrazi. “WMS-ONLINE is an excellent Web-based solution for warehouse management and Boon Software is a very stable company, so we are comfortable doing business with them,” he said.

Implementation Process

Boon Software generally assists clients through the initial installation and provides setup support for the first few remote sites. In the case of PIL Logistics, most of the implementation was done internally, with some assistance from Boon Software for the initial installation and training. That process took place from September to November 2003.

When additional customers or locations are added to the system, a small team from the client’s IT department visits the site to determine its technical requirements and then returns to Singapore for the implementation, which typically takes two weeks. Team members then revisit the site for two weeks. The first week is taken up with user training, then the team stays on site to provide reassurance as staff begin using the new system.



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