

User Success

LTH enjoys 3 for 1

With new offices opening in Indonesia and Thailand, LTH Logistics needed an integrated system to oversee warehouse management and transportation services in these two countries and its core markets in Malaysia and Singapore.



By Jack Loo

In 2005, LTH implemented a system called the Symphony Logistics Suite. Comprising Symphony WMS-ONLINE and Symphony TMS-ONLINE, the suite was developed by Oracle Partner Boon Software Consulting using Oracle Database 10g and Oracle Application Server 10g.

Symphony WMS-ONLINE is a client/server application used to manage inventory and warehouse operations, while the Symphony TMS-ONLINE is a web-based transportation management application that oversees container haulage and loose-cargo distribution routes.

The company was previously using a separate system to manage these two services. Combined with the warehouse management product, this meant LTH Logistics would have to support three systems—a costly exercise that prevented the company from developing a full picture of its operations.

Consolidating multiple systems into the integrated Symphony Logistics Suite platform cut maintenance costs and deployment time. The company only needs to upgrade a single instance of its database and applications, because the platform was designed to support multiple sites from a single location. New sites can be brought online quickly and easily, even when different languages are involved.

This is particularly handy for LTH Logistics, which has offices in four locations in Malaysia, two in Indonesia, and two in Thailand, in addition to its Singapore headquarters. These offices log in via a Web browser to access the core business applications, eliminating the need for separate installations. The Symphony Logistics Suite is centrally managed from the Singapore office, reducing technical support costs.

Previously, using three different systems to manage warehousing, container haulage, and loose-cargo distribution (where goods are delivered to multiple locations along a specified route) required data to be entered three times. This resulted in a mass of information that needed to be manually reconciled to track and bill storage, haulage, and distribution services for a single customer.

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By running the Symphony Logistics Suite on a single Oracle database server platform, LTH Logistics eliminated the need for triple data entry. It also improved the quality of information and empowered staff to monitor every stage of the storage and delivery process, from the moment an order is received to the point of final delivery.

In addition, the transport planner in the Malaysian office manages the Malaysian leg of the route, while the Singaporean transport planner is responsible for the goods once they arrive in Singapore. A single integrated system allows users in the two offices to plan their respective transportation routes while collaborating across the entire project.

“When a customer wants to know the status of a particular delivery, staff in either the Malaysian or Singaporean office can log into the system and answer his questions immediately. It’s a real boost to customer service and internal efficiency,” said Desmond Lin, Operations Manager for LTH Logistics.

Authorized customers can also log into the Symphony Logistics Suite to check the status of their logistics and inventory records at any time. “Customers appreciate the extra level of transparency,” said Lin.

If the company had continued using three systems to manage warehousing, haulage, and loose cargo distribution, it would have had to consolidate three separate invoices to produce a single, consolidated bill. The new system enabled LTH Logistics to

provide customers with a single invoice that incorporates packing, container haulage, delivery, and warehousing fees.

“Integrated service billing means less work for us and more clarity for our customers,” said Lin. “They can instantly see the cost of each service so there are fewer uncertainties about the final charge.”

LTH Logistics is required to submit compliance reports to the Singapore government, reporting in detail on the types of hazardous and non-hazardous chemicals the company is packing, storing, and transporting for customers. Boon Software built compliance reporting functions into the warehouse and transportation management systems to make it easier for LTH Logistics to meet these requirements.

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The Symphony Logistics Suite is built on Oracle Database 10g Standard Edition as it supports all the features required by the applications and is one-third of the price of Enterprise Edition. “It allows us to pass on the savings to our customers,” said Boon. “The logistics industry is working to tight margins and this is one way we can help them keep their costs down. It also gives us a competitive edge.” ■