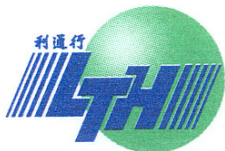


LTH Logistics Cuts Costs with Logistics Management System from Boon Software



LTH Logistics (Singapore) Pte Ltd
Singapore
www.lthlogistics.com

Industry:

Travel & Transportation

Annual Revenue:

2 million to 100 million

Employees:

303

Oracle Certified Partner:



Boon Software
Singapore
www.boonsoftware.com

Oracle Products & Services:

Oracle Database 10g
Oracle Application Server 10g

“Protecting our staff, the public, and the environment is paramount in our line of work. The Symphony Logistics Suite from Boon Software helps us maintain tight control over our operations, ensuring our safety record remains incident-free.” – Desmond Lin, Operations Manager, LTH Logistics

The packing, storage, and transportation of chemical and petrochemical goods requires absolute control over every step in the process, and no company is more adept at this than LTH Logistics. In 26 years of business, it has never experienced an incident that would jeopardize the safety of its staff or the public, thanks to a comprehensive safety management system and a commitment to upholding health and environmental standards.

Founded in 1975, LTH Logistics pioneered the transportation of liquid chemicals in road tankers and iso-tanks between Singapore and Malaysia. Today, the company specializes in storing and transporting hazardous and non-hazardous chemicals and petrochemical goods, and transferring chemicals from bulk-storage tanks into drums and small packs. It also provides freight and logistics management, trade documentation, and port services.

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 as well as its core markets in Malaysia and Singapore. In 2005, the company implemented a warehouse and transport management 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.

“The integrated logistics management solution from Oracle and Boon Software gave us control over every stage in the storage and delivery process,” said Desmond Lin, operations manager for LTH Logistics. “It helped us boost efficiency, improve customer service, and maintain our clean safety record.”

Key Benefits:

- Boosted customer service by giving staff and select customers direct access to logistics information and introducing integrated billing for different services
- Reduced IT support costs by consolidating three systems into an integrated warehouse and transportation management platform and centralizing core logistics applications
- Enabled staff in different countries to collaborate on route planning through the use of a Web-based logistics management system
- Improved regulatory compliance by building detailed reports into the warehouse and transportation management systems
- Ensured operational safety by providing tighter control over all business activities

Integrated System Lowers Costs, Improves Accessibility

In the past, LTH Logistics used a client/server application called WMS-PLUS, also developed by Boon Software, to manage its inventory and warehouse operations in Singapore. When Boon Software released an enhanced Web-based version of this application, called Symphony WMS-ONLINE, LTH Logistics jumped at the chance to move to an online environment.

At the same time, LTH Logistics issued a challenge to Boon Software to design a similar Web-based transportation management application that would enable it to oversee container haulage and loose-cargo distribution routes. The result was the Symphony TMS-ONLINE application.

The company was previously using a separate system to manage these two services. In the latest release of this system, the vendor had separated the two functions into two distinct products. Combined with the warehouse management product, this meant LTH Logistics would have to support three disparate systems—a costly exercise that prevented the company from developing a true picture of its operations.

Consolidating multiple systems into the integrated Symphony Logistics Suite platform enabled LTH Logistics to 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 login 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.

End-to-End Control over Warehousing and Transportation Services

LTH Logistics offers customers a complete logistics service, from packing to delivery and storage. 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.

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.

This integrated logistics solution is especially useful for fulfilling the one-stop shop service that LTH Logistics offers to customers who need to store and transport goods between Malaysia and Singapore. The order may start with the pick-up of goods or chemicals from the customer's manufacturing centre in Malaysia and end when they are delivered to a warehouse or factory in Singapore.

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.

"A central Web-based system means we can complete this process seamlessly," said Lin. "When a customer wants to know the status of a particular delivery, staff in either the Malaysian or Singaporean office can login to the system and answer their questions immediately. It's a real boost to customer service and internal efficiency."

Authorized customers can also login to 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. "We received very positive feedback about this service."

Easy Billing and Reporting

The Symphony Logistics Suite gave LTH Logistics the capability to generate a single bill listing all the services provided to a customer. 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, coherent bill. The integrated warehouse and

transportation management systems enabled LTH Logistics to provide customers with an invoice that incorporates fees for packing, container haulage, delivery, and warehousing.

“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 Singaporean 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 functionality into the warehouse and transportation management systems to make it easier for LTH Logistics to answer these requirements.

“Previously, staff would have to pore over data collected by three systems to produce compliance reports,” said Lin. “It was a painstaking process that chewed up a lot of time and resources. Now, all we need to do is press a few buttons and an accurate picture of our operations is produced.

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Why Oracle?

Since the warehouse and transportation management systems were built on Oracle, LTH Logistics believed it made sense to standardize on an Oracle database platform. “We needed a stable, secure database that could process large amounts of information quickly to support operations in four countries,” explained Lin. “Oracle had the high availability and high performance we were looking for.”

Michael Boon, director, business development, sales and marketing at Boon Software, said his company chose Oracle for its brand strength and the reliability and performance of the underlying database software. “These considerations are important because our customers rely heavily on these systems to run their business,” he said. “The foundation on which they are built must be faultless.”

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.”

Why Boon Software?

As the incumbent supplier, Boon Software was ideally placed to develop and deploy the transportation management application. “The Boon Software team had a deep understanding of our business from the previous Symphony WMS-ONLINE project,” said Lin. “This made it easy for them to come up with a similar application to oversee our transportation needs. Integration between the two systems was seamless because they are built on the same technology.”

Lin added that Boon Software also had the multiple language skills required to support and service the Asian market where LTH Logistics had the majority of its operations.

Implementation Process

Boon Software released Symphony WMS-ONLINE in 2000 and began developing Symphony TMS-ONLINE in January 2005, following a request from LTH Logistics for a similar Web-based management system for its transportation services.

Two teams from Boon Software worked with LTH Logistics on the implementation, which began in May 2005. One team migrated the company from WMS-PLUS to Symphony WMS-ONLINE, taking the opportunity to clean the company’s data by removing outdated information that was no longer required.

The second team helped LTH Logistics create master files to be uploaded into Symphony TMS-ONLINE. Boon Software is still developing additional modules for this product, and is implementing each module as it is finished. LTH Logistics is currently using the order management, integrated billing, fleet management, and order planning modules. All modules are hosted in Oracle Database 10g and optimized for delivery through Oracle Application Server 10g.

Boon Software provided training on both application systems, which are used by 80 warehousing and transportation staff in

three countries. LTH Logistics is in the process of migrating customers to the new systems with help from Boon Software.

LTH Logistics is a logistics and distribution company that specializes in transporting and storing hazardous and non-hazardous chemical and petrochemical products. It also provides container haulage, packaged goods transportation, freight services, and documentation services. LTH Logistics is a subsidiary of Freight Links Express Group.