

The Bottom Line in Shipping:

Getting Information Right

ABBYY

Table of contents

Keep shipments moving in challenging times

The price of inefficient document processing

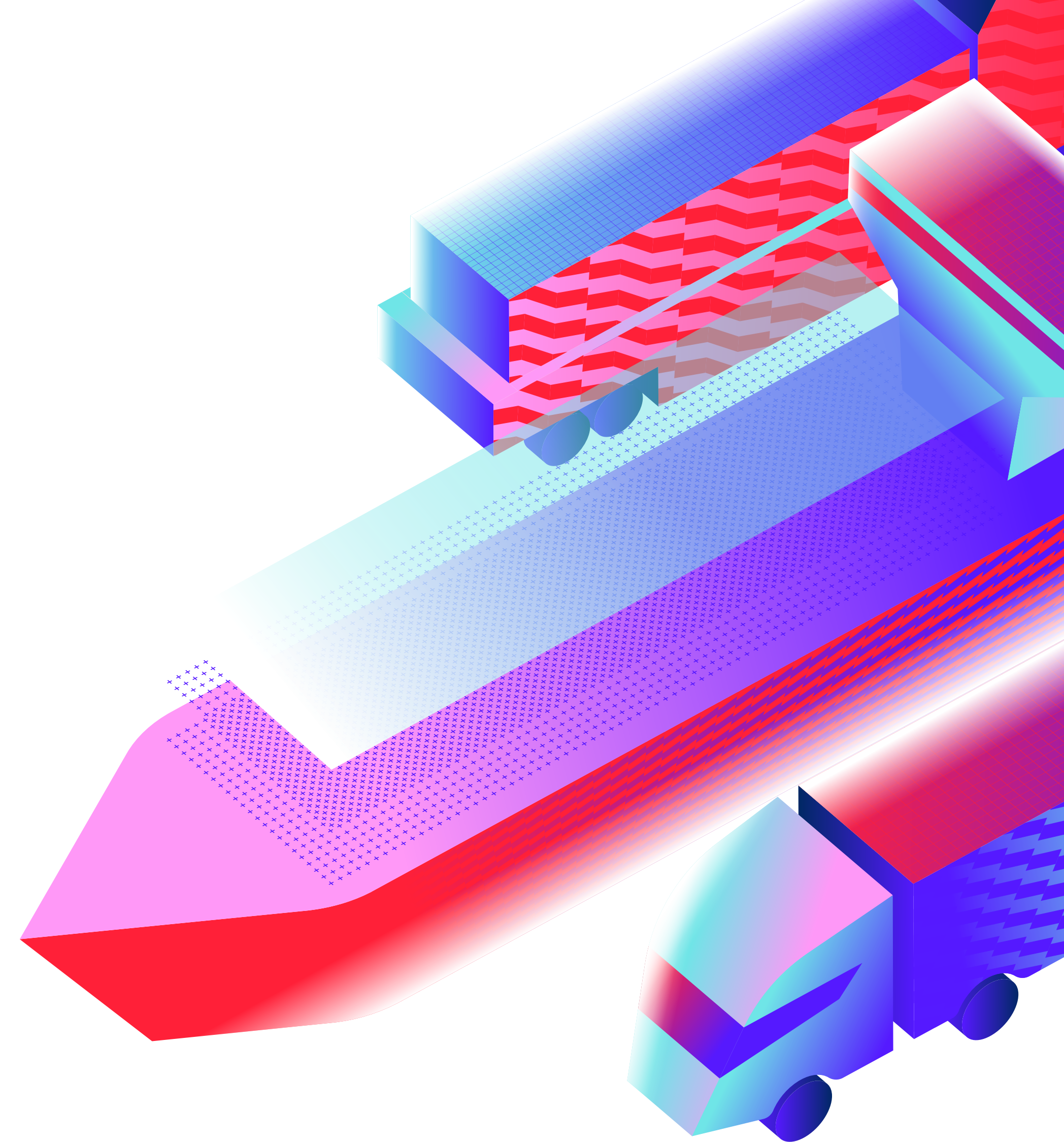
Get information right every time

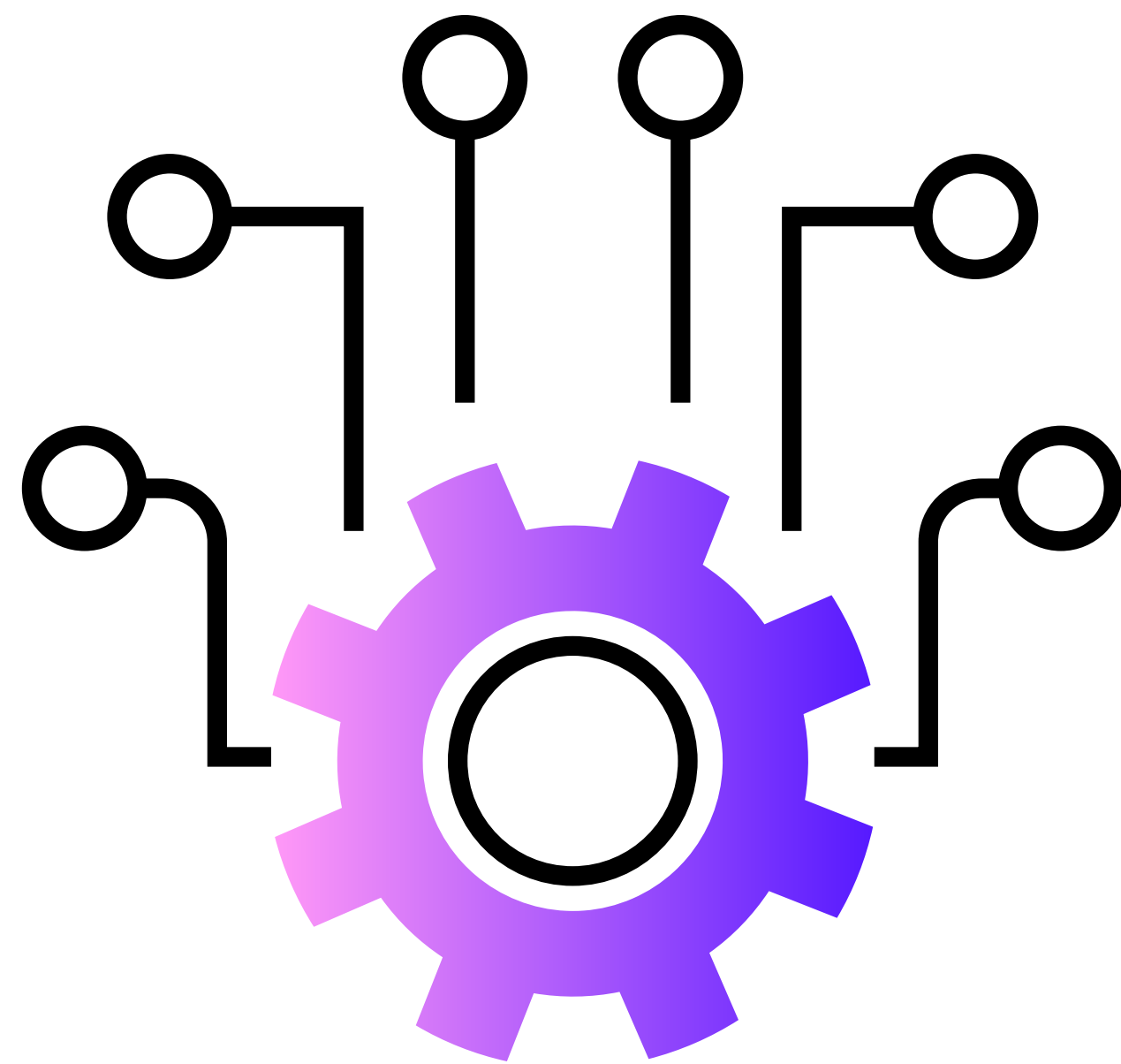
Eliminate friction where it counts

Boost your customer retention rate

Scale your operations with confidence

Take the next step





Keep shipments moving in challenging times

How quickly can your transportation and logistics operations adapt to meet fast-changing demands and forces beyond your control?

- 1 Regulatory change means new forms and procedures: think US interstate tax codes, Brexit, trade policies and tariffs (e.g., China).
- 2 Unexpected regional or worldwide events drive demand up (or down) and present logistical changes (e.g., hurricanes, earthquakes, or health crises and changes in the economy).
- 3 Competitive disruption can come from new sources (e.g., Amazon and Google but also from old competitors adopting new technologies like drone delivery and autonomous trucks).

Increasing your control and visibility of information contained within the many varied types of documents that drive operations gives you the power to remove friction from processes and remain competitive.

The impact of changing regulations: a lesson from Brexit

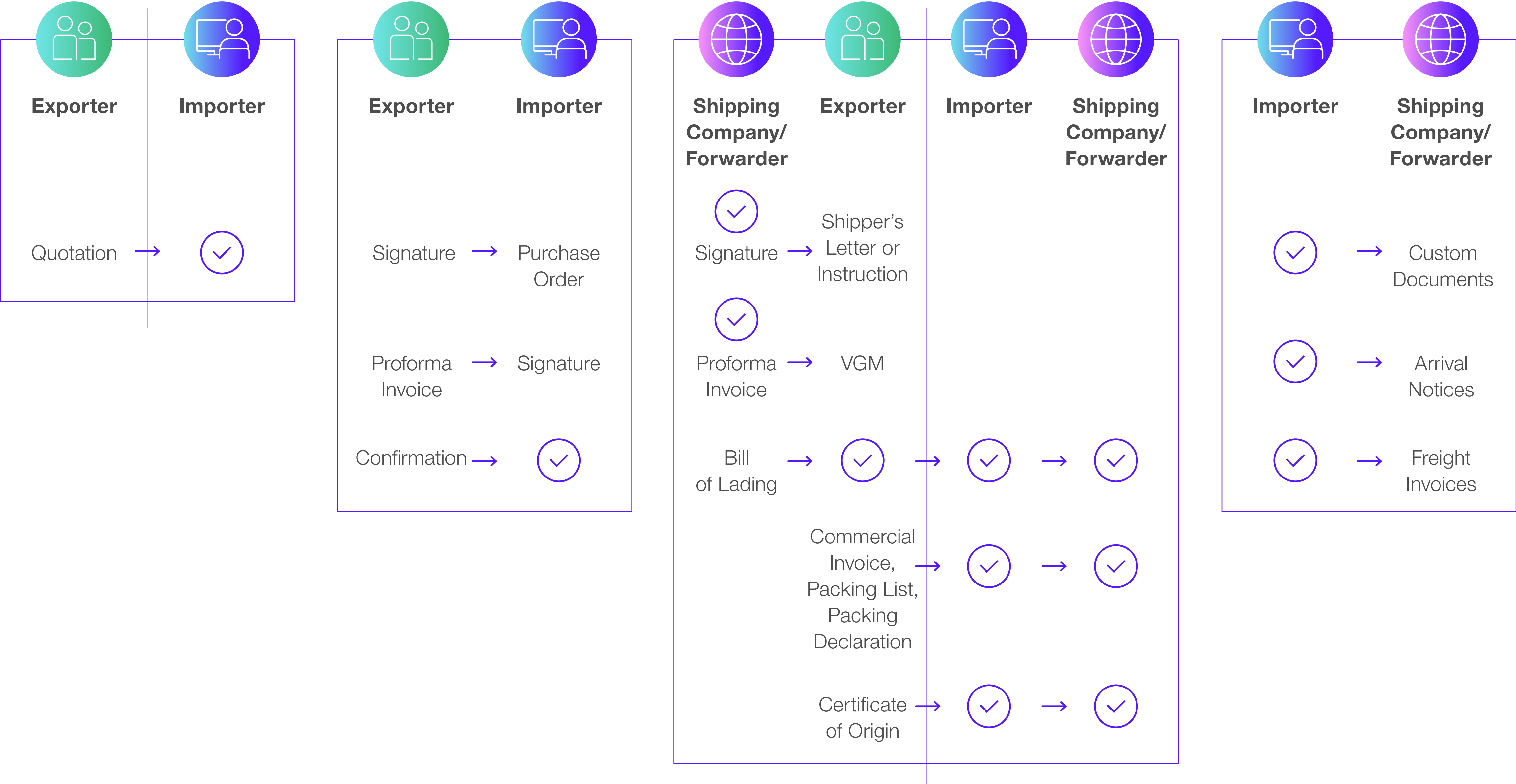
From his office in Craigavon, County Armagh, Chris Slowey of Manfreight watches the EU negotiations appalled, preparing for avalanches of paperwork. Since his father founded the company 45 years ago, inside the then European Economic Community, “we’ve had no experience whatever of customs”. He runs through just some of the certificates required for every trip his 200 lorries will take, “the weight and cost of every item; the number of pallets; all ingredients and their origins for maybe 3,000 different products. If you’re a few cases short when you arrive, everything is rechecked.”

Source:



<https://www.theguardian.com/commentisfree/2020/aug/24/irish-sea-border-chaos-brexit-northern-ireland>

Inquiry → Ordered → Shipped → Arrived



The price of not getting document processing right

The ability to recognize and verify the necessary information on every document, from a mobile device, in order to get clearance is key to speed and accuracy. [Without this, problems occur:](#)

- 1 Errors that stop shipments.** If information isn't right or can't be verified at any point in the shipping process, the journey ends.
- 2 Friction that delays payment and adds cost.** Not knowing where or why flow is interrupted can result in SLA failures as well as excess labor and fuel costs.
- 3 A troubled customer experience.** Customers expect to get answers wherever it's most convenient for them. (So do employees and suppliers).
- 4 Inhibited growth.** Unmanaged documents can challenge centralized systems, making pursuit of new opportunities and markets uncertain.

ENSURING MORE
COMPLETE,
ACCURATE, AND
READILY AVAILABLE
INFORMATION
IS SOMETHING YOU
CAN CONTROL.
WHAT ARE THE
CRITICAL CAPABILITIES
YOU NEED TO DO SO?

Intelligent Document Processing (IDP)

The Everest Group defines Intelligent Document Processing as any software product or solution that captures data from documents (e.g., email, text, pdf, and scanned documents), categorizes and extracts relevant data for further processing using AI technologies such as computer vision, OCR, natural language processing (NLP), and machine/deep learning (ML/DL).

Source:



[Everest Group PEAK Matrix® for Intelligent Document Processing \(IDP\) Technology Vendors](#),

Everest Global Inc., April 2020.

Get information right every time

Clearances depend entirely on information contained within bills of lading, commercial invoices, waybills, customs forms, etc.

Any mistake or unverifiable detail can stop a shipment. But innovative Intelligent Document Processing solutions now leverage technologies, including artificial intelligence (AI) and machine learning (ML) on mobile native apps, to help get information right at all points in shipping processes automatically with the ability to:

- 1 Capture and process content at the highest level of quality despite unfavorable field conditions, adding information that provides context
- 2 Extract business-ready data from recognized document types (e.g., specifics on goods, tariffs, addresses, etc.)
- 3 Validate content against existing databases and business rules to flag anything missing or incorrect, passing good information on to other systems

THESE CAPABILITIES
HELP PREVENT
ERRORS FROM
GETTING INTO YOUR
SHIPPING PROCESSES.
BUT WHEN
SOMETHING DOES
GO WRONG, HOW
DO YOU IDENTIFY
WHERE AND WHY
SO YOU CAN
REMEDiate THE
PROBLEM?



Eliminate friction where it counts

Today's intelligent technology can also help you understand how your processes around bills of lading, customs, and receipts/payments tracking are working so you can eliminate friction from those processes like delayed processing, validation errors, incomplete forms, mismatched manifests/waybills, and human intervention to correct errors. Knowing where time is being wasted handling exceptions, processing incorrect forms, or waiting at the dock lets you focus solutions where they matter most.

Process monitoring and alerting help you monitor shipment processes and receive alerts when issues arise with documents or events that delay shipments so you can immediately act to resolve them.

👁 Better intelligence reduces cost

ABBYY Process Intelligence enables you to discover and monitor content-driven process execution in near real-time to ensure processes are performing as planned, and to trigger alerts when deviations or delays are detected.

Great expectations

In the decade since the

2008

recession, digital technologies have transformed the pressures and opportunities that logistics companies face, driving a significant rise in customer expectations, for example. Used to the speed, flexibility, and transparency offered by the best e-commerce operations, customers increasingly expect similar service levels across the full spectrum of transportation activities.

Source:

↳ [Resilience in transport and logistics](#),
McKinsey & Company, February 2020.

Boost your retention rate

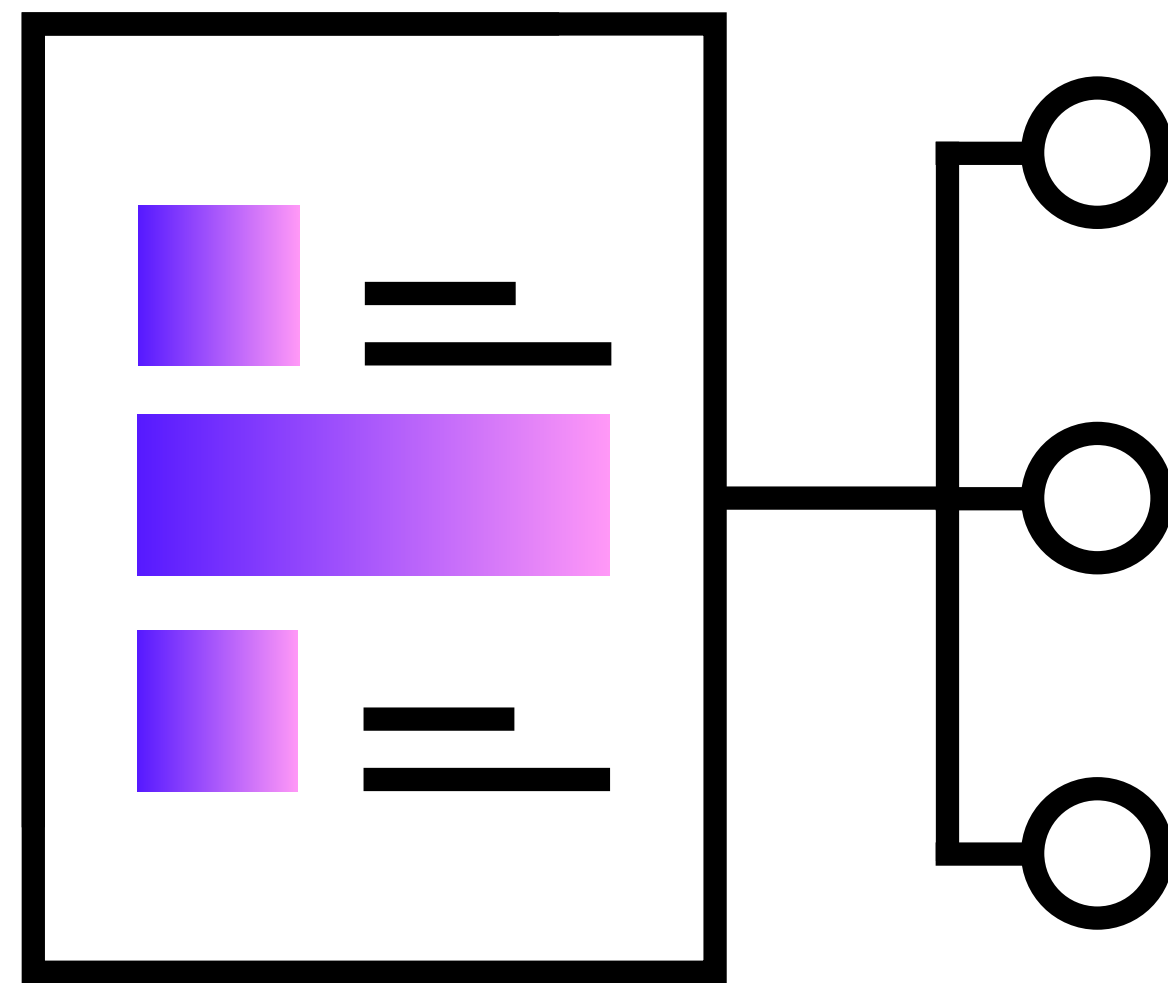
When hours can cost tens of thousands of dollars to a shipper or customer, any delay can be disastrous. Today's digitally savvy customers want to answer their own questions about where their goods are in the process—right from their cell phones, just as they do with Amazon and Google. Improving visibility into and control over document content doesn't just bring you operational benefits, it makes you more competitive.

Improve the accuracy and currency of the information in your shipping processes and you increase the confidence of your commercial customers that their shipments will arrive on time, with complete visibility into their movements. In time, this confidence extends to the consumers as precise shipments are continually delivered, and you provide services that rival the best-in-class.

Scale your operations with confidence

Once you have improved your shipping document processing efficiency so that the people and systems have the right content at the right time, you can more confidently expand your operations to capture new opportunities in new markets from more locations.

Intelligent Document Processing solutions with streamlined interfaces can offload the burden of centralized processing to highly distributed local operations—at growing volumes. Turn in-cab, hand-held, depot, and other devices into real-time validation and clearance to keep shipments moving.



Take the next step

In this eBook, we've looked at what it takes to increase your operational efficiency by gaining more control and visibility over shipping document processing, and how. Knowing exactly what information is needed and when, and having the ability to pull it precisely from the necessary shipping documents—this is what we call Content Intelligence, and it is your key to improving the bottom line, responding more successfully to global change, and honing your competitive strength.

As a next step, visit [our website](#) to learn more.



ABBYY



For more information visit:

www.abbyy.com/solutions/transportation

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