

Introduction to INTTRA

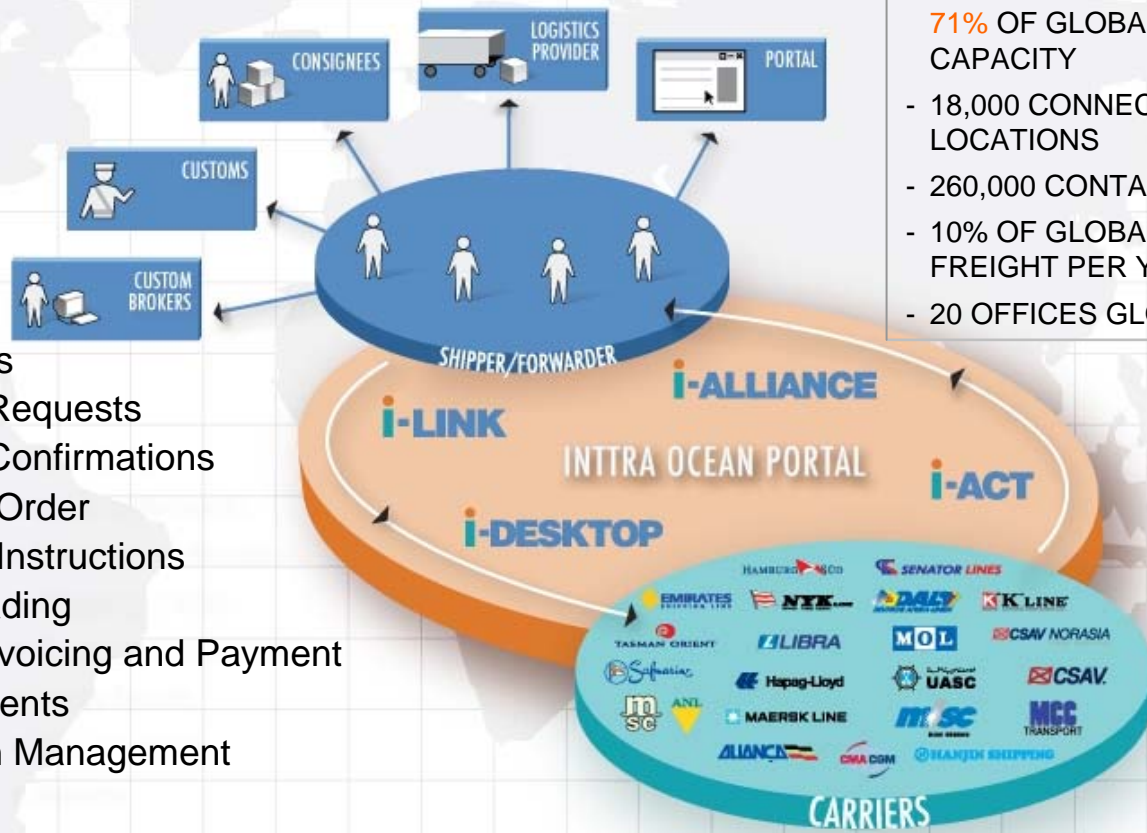
- E-commerce software as a service (SaaS) for the containerized ocean freight industry:

- Carrier value is efficiency through standardization
- Shipper value is efficiency through standard access to multiple carriers

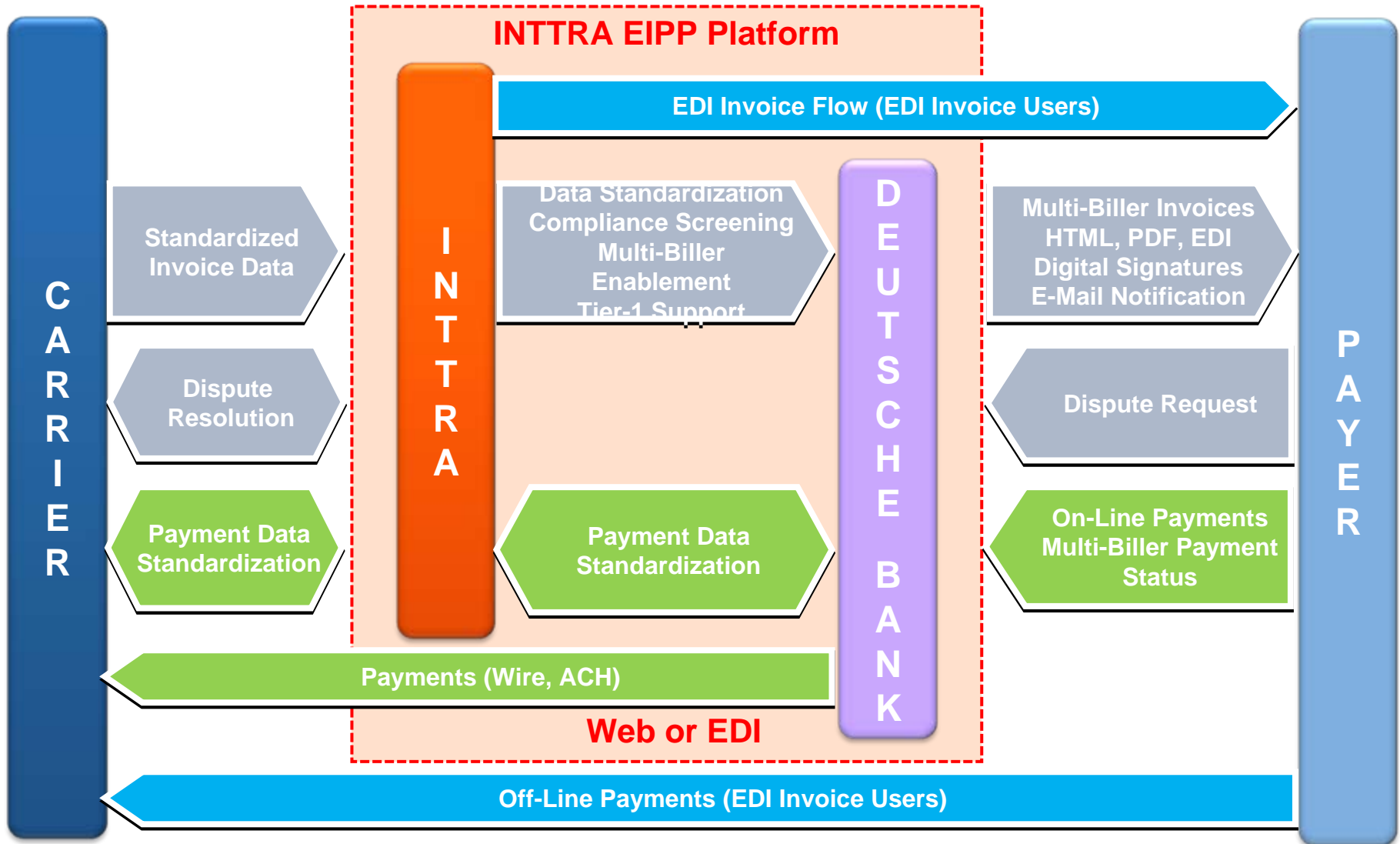
INTTRA FACTS

- 20+ CARRIERS REPRESENTING 71% OF GLOBAL TRADING CAPACITY
- 18,000 CONNECTED CUSTOMER LOCATIONS
- 260,000 CONTAINER PER WEEK
- 10% OF GLOBAL CONTAINER FREIGHT PER YEAR
- 20 OFFICES GLOBALLY

- Plan**
 - Schedules
- Execute**
 - Booking Requests
 - Booking Confirmations
 - Shipping Order
 - Shipping Instructions
 - Bills of Lading
 - Freight Invoicing and Payment
- Monitor**
 - Status Events
 - Exception Management
 - Reports



INTTRA's Supply Chain Finance Project: EIPP



Business Plan Considerations

General:

- Eliminate blind spots
- Quantify all benefits and costs
- Address regulatory considerations
- Prepare for contingencies
- Scenario based planning
- Know your payback window; when cash positive, what is the hurdle ROI?
- Test your assumptions

As a line of business:

- Cost and scalability of key functions
- Market dynamics:
 - Market size
 - Value proposition
 - Competitive landscape; advantages and disadvantages
 - Regional variations

Execution Strategy Considerations

General:

- Obtain support of key stakeholders early
- Leverage core competencies to reach critical mass quickly
- Design for incremental gains; get a quick 'win' early
- Consider technology build v. buy
 - Leverage the RFP process to eliminate blind spots
- Choose the right partner:
 - Product fitness
 - Service capabilities
 - Reach
 - Alignment of mission and objectives

As a line of business:

- Leverage adjacencies; selling a new product to existing customers

Buy-in & Overcoming Obstacles

Getting Buy-in:

- Vision
- Address the right audience; decision makers and visionaries
- Facts; top and/or bottom line improvements, project ROI
- Demonstrate the “as-is” and “to-be” state
- Utilize industry or analogous case studies

Overcoming Obstacles:

- Create a sense of real urgency
- Active listening; understand the root cause
- Co-opt participants:
 - Create common goals, joint plans and incentives
 - Enterprise-wide communication and visibility
- Be pragmatic; change is difficult
 - Provide leadership
 - Demonstrate the value of the end-state

Recap: Best Practices

- Vision
- Stakeholders
- Demonstrative results
- Clear objectives, timelines and milestones
- Change management:
 - Urgency
 - Planning
 - Communication feedback loops
 - Transparency
 - Course correction