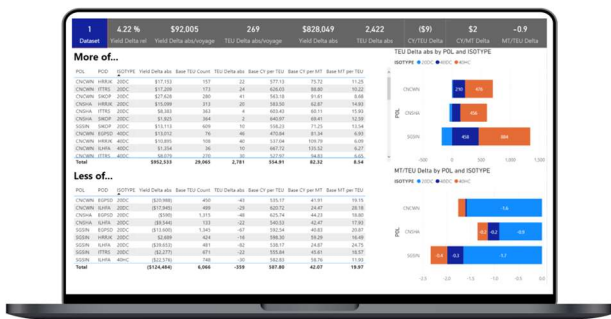


Revenue management is all about matching market to capacity. In liner shipping, though, this is much harder than in other industries such as aviation and hotel business. The reason is that an empty slot on a container vessel often is unavailable due to complex operational rules while an empty airplane seat or hotel room almost always can be used.

SLX | YIELD™ solves this problem by applying our patented stowage algorithm CAPSIM™ to compute the true free capacity of vessels and recommend cargo for them that maximizes total yield. The results are shown to sales teams in simple business intelligence tools that make it easy to select profitable cargo contracts and spot bookings.

Features



Increase yield of contract cargo

For many shipping lines, most of the bookings are contract cargo.

The challenging question is how to adjust these contracts in order to maximize the total yield of transported containers.

Today sales teams typically use static TEU, tons, and plug capacity measures to take these decisions. This, however, easily kills capacity by ignoring dynamic aspects such as load order and cargo composition.

SLX | YIELD™ takes a simple yet powerful approach to solve this problem. It computes which adjustments to current contracts could have increased the total yield in the preceding contract period. The results are then presented in a business intelligence tool that makes it easy to identify gain and loss giving contracts and adjust accordingly.

A proof of concept with a major shipping line has shown an 4-8% extra contract cargo yield potential of SLX | YIELD™.

Increase yield of spot cargo

In order to maximize the yield of spot cargo, SLX | YIELD™ tracks vessel conditions in real time and computes spot cargo sales targets for each port call given a forecast of spot cargo availability.

The results are presented in a simple business intelligence tool that sales teams can use together with other market information to accept bookings that are stowable and maximize total yield.

The tool can also be used to compute profitable bid prices for specific booking requests and container types.

A proof of concept with a major shipping line has shown a 6% extra spot cargo yield potential of SLX | YIELD™.

Reduce operational costs

SLX | YIELD™ uses stowage simulations to find bookings that maximize total yield. A valuable by-product of this is stowage plans for future ports that show how sales intend to use the fleet capacity.

Operation can use these plans proactively. Capacity management can select allocations that fit expected cargo better. The stowage team can use them directly to increase vessel utilization and reduce planning time.

Increase service quality and robustness

SLX | YIELD™ ensures that sales decisions are operationally feasible. This leads to more reliable transportation operations.

Why SLX | YIELD™ ?

Increase revenue on same fleet asset

SLX | YIELD™ enables your commercial teams to increase yield on same fleet and network by exploiting true free capacity in real-time.

Use accurate bid prices

Since SLX | YIELD™ simulates the slot competition for cargo with different yield, it can be used to compute accurate bid prices for bookings and cargo types.

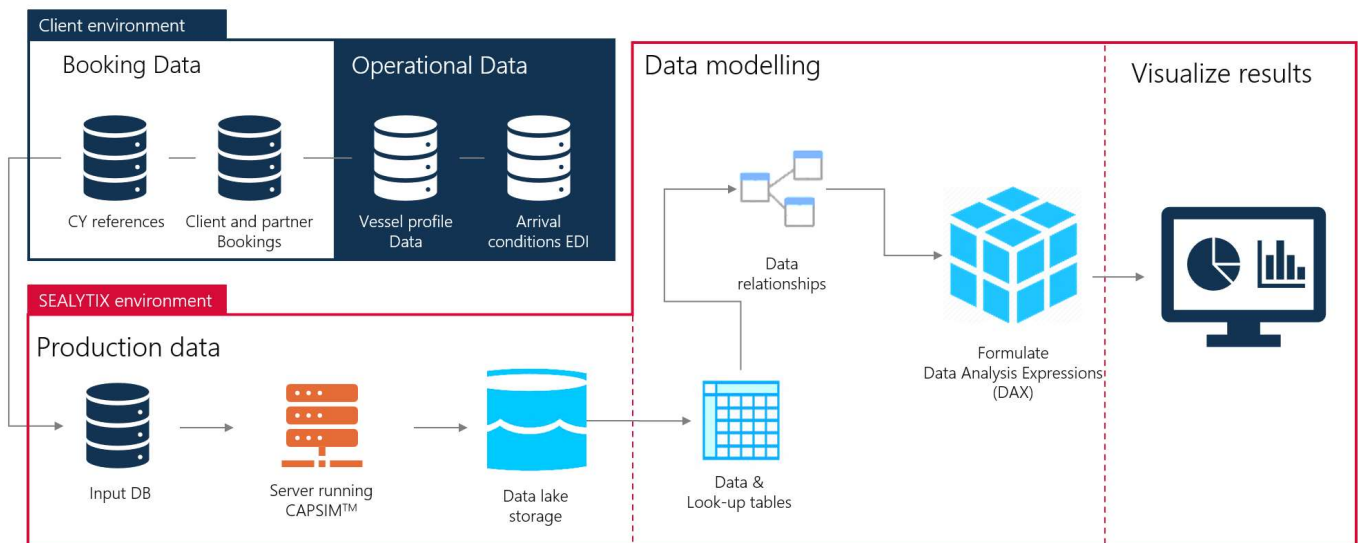
Align commercial and operational activities

Since SLX | YIELD™ makes detailed operational simulations, it establishes a “one-truth” in the company about the planned fleet utilization.

Seamless IT integration

As a modern cloud application, SLX | YIELD™ integrates seamlessly with your other commercial decision support systems.

Deployment Architecture



Architecture

- SLX | YIELD™ is a modern cloud application with a business intelligence front-end.
- The application can either be hosted in a local client cloud or in Sealytix' environment.

IT integration

- SLX | YIELD™ can exchange data directly with your commercial and operational databases.
- The level of IT integration is tailor-made for each deployment case.