

# 數碼貿易運輸網絡(DTTN)

## 助珠江海空聯運加快供應鏈信息化進程

# DTTN helps Chu Kong speed up Supply Chain Informationization

**珠**江海空聯運有限公司（「珠江海空聯運」）成立於2000年4月，由珠江船務發展有限公司（「珠江發展」）與香港空運服務有限公司合資擁有。珠江海空聯運於2000年8月獲香港機場管理局授權特許經營香港國際機場唯一的海運碼頭，為空運貨物提供往來香港國際機場與珠江三角洲的水路運輸服務。而海運碼頭於2001年3月28日正式投入營運。

珠江發展母公司—珠江船務企業（集團）有限公司（「珠江船務」）從事粵港水路運輸將近四十年。公司在內河貨物運輸、內河碼頭管理、貨物倉儲、船舶代理、船舶維修等方面具有豐富經驗，是粵港水路運輸的主要經營者之一。

珠江船務擁有珠江三角洲十二個主要貨運碼頭的權益，在珠江三角洲形成一個完善的貨運網絡，為集團所經營的貨運業務提供強有力的保障。其屬下公司亦有內河船隊定期、定時、定點行走香港與珠江三角洲各內河碼頭。

至於香港空運服務有限公司，為香港空運貨站有限公司之全資附屬公司，服務空運業已達十七年，在處理空運貨物方面具有豐富經驗。珠江海空集合了兩方面之專才及其管理人員，利用海運碼頭地處機場空港的優勢，致力為客戶提供一個低成本、優質、高效率的海陸空綜合物流平台；利用中途無關口障礙的粵港海面通道，快捷的CROSS DOCK配送，高效率的運作，最終為客戶減少物流成本。

未來信息及其管理在物流運用活動中會發揮越來越重要的作用，應用資訊技術和電子商務優化供應鏈管理是現代物流的發展趨勢。企業物流信息化管理必須不斷地探索和創新，才能使企業物流發展呈階梯式上升和推進。

珠江海空聯運亦不例外，該公司董事總經理胡軍坦言，隨著公司業務量的增長、多元化，創建初期採用的單一船務單證系統很難繼續支撐和應付客戶更高的服務要求。因此公司自2003年開始信息化進程，內部物流信息化已基本完成，現時進入供應鏈信息化階段。期間也嘗試與客戶嘗試建立過直接的EDI系統，但封閉單一及成本問題並不能向眾多的客戶推廣。而DTTN的出現提供了一個開放、長遠的通用標準平台，能連接不同層面的客戶，這正是珠江海空聯運現時需要的平台。

胡先生說：「我們與客戶之間須要處理大量文件往來，文件內的大部分資料往往會重複使用但須要人手重新輸入資料，在客戶而言，文件處理的時間難以控制之餘，資料準確度方面往往也難以掌握。初期計劃與主要業務往來公司建立單一EDI連接，但隨著面對客戶數目不斷增長，客戶系統各不同。亦因為成本太高，不可能逐一建立連接。電子平台DTTN的出現正好解決了我們的難題，DTTN支援任何格式及通訊協定的轉換，如將Excel格式轉為EDI純文字檔案，

**C**hu Kong Air-Sea Union Transportation Company Limited（「Chu Kong Air-Sea Union」），jointly owned by Chu Kong Shipping Development Company Limited（「CKSD」）and Hong Kong Air Cargo Industry Services Limited（「Hacis」），was founded in April 2000. In August 2000, the Airport Authority of Hong Kong awarded an exclusive Operation and Management License to Chu Kong Air-Sea Union for the Marine Cargo Terminal（「MCT」）。This exclusive license allows Chu Kong Air-Sea Union to provide air-sea cargo logistics services between the Pearl River Delta（「PRD」）region and Hong Kong International Airport. MCT has been in operation since 28th March, 2001.

Chu Kong Shipping Enterprises（Holdings）Company Limited（「CKSE」），the parent company of CKSD, has been involved in barge transportation operations between the PRD and Hong Kong for almost 40 years. As the leading operator of barge transportation between the PRD and Hong Kong, CKSE offers comprehensive services, including transportation, terminal management, warehousing, agency services, barge repair and maintenance.

CKSE has equity interest in 12 terminals in several primary PRD ports. River vessels owned by these terminals regularly commute between the river trade terminals in the PRD and Hong Kong, forming an extensive coverage in the region with well-equipped transportation network.

Hacis, the wholly-owned subsidiary company of Hong Kong Air Cargo Terminals Limited（「Hactl」）has been in operation for 17 years. It possesses extensive experience in handling full range of airborne good and is devoted to provide various air cargo services for the freight forwarding industry. Coupling with the experience of river and air cargo operational expertise and management excellence from CKSD; Hacis and CKSA become the vendor of choice to provide a low cost, high quality and efficient sea-air integrated logistics platform at the Marine Cargo Terminal in the Hong Kong airport. The efficient operations and cross dock delivery allow customers to reduce logistics costs.



再直接輸入到我們內部的 IT 系統進行處理，減少重複輸入而引起的人為錯誤。舉例來說，客戶用其文件格式向我們發出訂單，經 DTTN 轉換成與我們系統符合的格式後，訂單便可直接傳送到我們的系統。DTTN 支援任何格式及通訊協定轉換的特性使到我們可以加快供應鏈信息化進程，與更多不同層次的客戶進行電子信息交換，覆蓋客戶範圍更廣。

客戶對 DTTN 回應亦很積極，尤其是紡織製衣及電子製造業，他們均容易接受新的概念，亦樂意使用。因為供應鏈上的企業是一種相互依存的關係，為了建立保持有利的競爭地位，我們必須進行戰略合作，共同進行流程改進，降低成本，在業務上最大程度地協同。這對信息傳遞、共享提出了更高的要求，需要一個信息共享的平台，這種業務模式也需要信息系統將其固定下來。DTTN 幫助我們將出錯的機會率減至最低，提升我們的客戶服務水準；而另一方面快捷準確的將貨物資訊的傳遞給客戶。」

胡先生直言，使用了 DTTN 後，對其業務亦有莫大的幫助，如以往員工錄入一份提單平均需要 48 秒鐘，現時只需要 10 秒鐘，效率得到極大的提高，客戶也可在最短時間收到所需資料，這是我們希望出現的雙贏局面。而由於資料無須重入，資源投放及與客戶往來的業務效率大大提高 13%，準確性亦上升 10%，我們能夠更快速處理各類型文件，加快了整個供應鏈流程，整體效率增加 25%。員工亦可以從單純文件錄入中騰出更多時間，處理其他營銷業務，提高生產力之餘，亦有效降低營運成本。

「第三方物流企業並不是因為擁有客戶所需要的車輛、倉庫等設施而成為第三方物流的，而是因為其具有強大的資料處理能力，可將各種物流資源整合起來為客戶提供所需要的服務。資訊流與物流的緊密結合是第三方物流的一大特點。從而使第三方物流企業可以將跨地區的物流活動有機銜接起來，安全、高效地實施物流運作。經過 DTTN，我們快速得到所需的資料，與其他夥伴聯繫協同作業，從而減省不少人力和物力，大大提高競爭力。」

胡先生又指出：「DTTN 的開放性，解決了面對不同客戶需要不同的 EDI 介面對接的問題，降低 IT 開發成本，加快公司物流鏈信息化進程；DTTN 的成功應用，令我們公司整體效率得以提高，加快供應鏈資訊傳遞，從而加快船箱周轉、貨物運送速度和提高碼頭利用率，減低物流成本。」

胡先生補充，希望愈來愈多不同行業及類型的公司，包括中小企、出口商、付運人、銀行、保險公司等使用 DTTN，與供應鏈上所有單位連接，DTTN 類似的電子平台及運作模式從而可跳出香港的框框，與全世界的供應鏈聯繫，進入全面電子化時代。■

Obtaining and managing advanced information have become increasingly important in the logistics industry, thus the use of information technology and e-commerce is a powerful tools in modern logistics development. Continuous development of corporate logistics information management systems can gradually improve the growth and service level to the customers.

Danny Wu, company managing director of Chu Kong Air-Sea Union, said that with rapid business growth and diversification, single-system shipping model used earlier can no longer meet the higher demands of customers. Therefore, since 2003, the company has begun the process of informationization. Now that the internal logistics informationization has been achieved, CKSA has commenced the same for the entire supply chain. During the early stage, the company planned to build direct EDI linkage but was not acceptable by majority of its customers due to the high development and maintenance cost and that the point-to-point EDI linkage operates as a self contained single-system which cannot be used to communicate with other partners. On the other hand, DTTN (Digital Trade and Transportation Network) is more acceptable because it is an open, and cost effective platform supporting multiple document standard to connect all partners for the exchange of different business documents.

Mr. Wu said, "Batches of documents are being exchanged and handled between customers and ourselves. Most information is used again and re-entered in the system manually. For customers, it is difficult to ensure the re-entry be completed in a timely manner while maintaining the data accuracy. At the beginning, we intended to establish a single EDI system to connect the systems of all customers. However, with the growing number of customers, their systems vary and that they cannot be connected one by one due to immense cost. Using the new electronic platform, DTTN solves our problems as it supports all formats and conversions. The Excel format can be converted to EDI text file and directly sent to our internal IT system for processing and avoiding human error. For instance, customers can use their own document formats to submit orders via the DTTN. After the conversion at the DTTN platform, the data format complies with our system and orders are sent. This can accelerate our supply chain informationization and help exchange information with customers at all levels, widening our coverage."

"The response of most clients has been positive, especially from the textile and electronics manufacturers. Most of them accept and prefer to use the DTTN. Since all supply chain companies are closely connected, we need to have strategic cooperation with our partners to jointly

improve our processes in order to reduce costs and optimize the synergistic effect so as to maintain a competitive advantage. This will result in higher demand for sending and sharing information. Therefore, we need a common platform for distributing information and stabilizing our business. DTTN helps us reduce the error rate and enhance our customer service quality, while efficiently send product information to our customers."

Mr. Wu further stated that the deployment of the DTTN is extremely helpful to business in other ways. For example, the handling time for bills of lading was 48 seconds in the past. Now the process can be completed in 10 seconds, significantly enhancing the operational efficiency. Customers can receive information in the shortest time possible. This creates a win-win situation for our customers and ourselves. Since re-entering of information is no longer required, operational efficiency and available resources have increased by 13% while accuracy rate has improved by at least 10%. The company has been able to accelerate the process of handling documents and its supply chain flow, with total efficiency increases by 25%. Staff also save time by not converting text files, and can deal with other matters so as to improve productivity and reduce operating costs.

"Success of Third-party logistics (3PL) companies is not only based on the warehouse facility, and the number of trucks. It is primarily based on their capability to process and integrate large volume of information and resources so as to provide top notch services to their customers. With the implementation of DTTN, companies can acquire information faster and more accurately to connect with their partners to save resources and enhance competitiveness."

Mr. Wu added, "DTTN can solve the problem of connecting with different partners using different systems, thus different data structure. This greatly reduces IT development costs and accelerating the logistics chain informationization of companies. Successful application of DTTN increases efficiency, speeds up the turnover rate of containers and the delivery rate of goods, enhances the utilization rate of terminals with reduced logistics costs."

He also hopes that more companies from different sectors, including small to medium enterprises, exporters, shippers, banks and insurance companies, would use DTTN so as to integrate all stakeholders on the supply chain. Accordingly, the use of DTTN, as well as similar electronic platforms and operational models, can eventually be extended beyond Hong Kong to stakeholders from other global supply chains, thereby entering a new era in e-commerce. ■