

DTTN助企業提升營運效率 取得協同效益

在全球提倡電子商貿下，貿易往來亦逐步電子化。所謂電子化，即實行無紙化電子貿易，以互聯網及電子平台連繫不同企業的業務，從而提升營運效率及節省成本，亦促使了跨業界物流平台—數碼貿易運輸網絡(「DTTN」)的出現。DTTN提供一個電子商貿應用的平台予各行各業企業，特別是中小企。最重要的是，DTTN協助企業促進資訊流通，拓展各種新業務，推動香港經濟發展。以下是兩個使用DTTN電子平台提高營運效益的成功個案。

香港總商會透過DTTN提高效率

本港最大及歷史最悠久的商會—香港總商會簽證部高級經理陳昌志道：「省時省力。」他一語道出使用DTTN的好處。

香港總商會一直致力提高客戶服務質素，在源產地簽證方面，商會致力尋找方法減少客戶在申請簽證上的人力和時間。回想當初還未使用DTTN時，陳昌志坦言，商會收到源產地證申請表後，需要人手把資料輸入電腦系統以打印證書，曾因打字之錯誤，導致客戶投訴。直至採用DTTN平台後，這些問題得以解決，提高效率之餘，亦配合目前電子化的大趨勢。

陳昌志說：「由2006年夏季起，商會推出網證服務(www.webco.hk)，用戶透過互聯網遞交轉口或轉載源產地證。用戶還可於網上查閱申請進度，如有錯漏，用戶亦可網上進行修改。商會亦可利用網證資料打印源產地證書，無需人手處理省時快捷。故此，網證對內部業務及客戶方面亦有極大幫助。然而，部分客戶並不太願意使用，因他們已有自己一套電腦系統打印申請表，使用網證服務時，客戶需要在網上重新輸入資料，無形令他們卻步。採用DTTN平台便能直接將客戶資料庫及網證服務系統連繫。除此以外，DTTN可按客戶需要把客戶電

腦系統內的其他文件傳送給相關機構，如銀行及船運公司，達到省時省力的目標。」

陳昌志說：「當我們決定把網證服務系統連接到DTTN平台後，DTTN顧問先了解我們的需要，以及所需的客戶文件。他們亦與我們的資訊科技部合作，了解我們服務系統的運作模式，然後在系統作出相應修改，以便客戶能夠直接把文件以電子方式傳送到網證系統。雖然過程需時及需要投放一定的資源，但在短時間內已取得成功，實在值得。」

自DTTN推出後，普遍受出口商歡迎。陳昌志說：「使用DTTN後，網證申請數目有所增長，減低營運成本，縮短申請時間，取得協同效益。」

以首個透過DTTN向商會提交轉口證申請的客戶為例，該客戶是一家總部設在英國的國際性百貨公司，一個月內總申請近200張的轉口證。客戶普遍亦表示支持，認為服務快捷妥當，省時及降低成本。陳昌志坦言，DTTN客戶仍有一定的增長空間，服務會進一步普及化。他說：「採用DTTN平台後，用戶無需在網上輸入申請資料，亦能在網上遞交及修改源產地證申請，檢查申請進度，以及取得相關的資料。而我們亦可在網上處理有關申請，如有錯誤，可即時通知他們，申請進度因而得以提高。」

DTTN助香港印度商會取得三贏局面

香港印度商會總裁尹歡慶直言，使用DTTN後各方面均可受惠。他說：「DTTN為我們帶來三贏的局面，無論對客戶、商會，甚至是DTTN本身均有好處。」

未使用DTTN前，紮根於香港55年的香港印度商會所提供的轉口產地來源證申請服務均以人手處理。尹歡慶指出，客戶來往印度商會兩次才可完成辦理申請：首先，他們要到印度商會遞交文件，稍後，他們需要再回來取證才能成功辦妥；一旦有錯漏，便要花上一倍的處理時間。

他說：「從前全面以人手操作，客戶先要輸入資料及準備文件。我們收到客戶文件後，便要在自己的電腦系統中輸入相同資料。此舉重複了輸入資料工序，令審批程序變得繁複。在貨運高峰期時，申請轉口產地來源證數目大大增加，由於全部以人手操作，往往會出現應接不暇的情況。我們需要投放大量人力資源，不單要重複輸入資料，而且為確保準確無誤，亦需調配部分人手要負責覆查。另外，我們也要不停地提高服務水平以滿足客戶需要，因此加快轉口產地來源證申請的工序也為我們增添不少壓力。」

「使用DTTN後，便能避免重複輸入資料的麻煩。客戶在



申請轉口產地來源證時資料會直接透過DTTN，傳送到我們的電腦系統，服務質素得以提升。申請獲得確認後，確認文件連同轉口產地來源證編號便會自動透過系統傳送給客戶。因為過程不涉及人手操作，這樣一方面可將出錯機會減至最低，另一方面亦能縮短回覆客戶的時間。」

「現在，根據香港海關現行規定，所有出口商及轉口商在出口後的14天內均要報關。基本上，大部分申請轉口產地來源證的資料與申請報關的大致相同。以往，客戶須要就兩項申請重新輸入相同的資料，但有了DTTN的出現，客戶便能將申請轉口產地來源證的資料，自動傳送到萬利「叻」特級報關軟件申請報關，提高營運效益。」

目前，透過DTTN向香港印度商會申請轉口產地來源證的客戶不斷遞增，印度商會對此方法均感到滿意，客戶反應也很正面。尹歡慶估計，透過DTTN處理辦證，客戶可減省一半的工序，而商會亦可節省三成工作時間，未來也可

DTTN Helps Companies Enhance Operating Efficiency and Achieve Synergistic Effects

With continued global e-commerce development, business interaction becomes increasingly digital. Connecting the internet and other electronic platforms, paper-free electronic trading environments are created. In this way, the logistical electronic platform – Digital Trade and Transportation Network (“DTTN”) – enhances operational efficiency and saves costs. DTTN provides a platform for promoting use of e-commerce, especially for small and medium enterprises. Most importantly, it helps companies facilitate information flow, explore further business opportunities and develop new business, boosting Hong Kong’s economic development. The following are two successful cases of employing DTTN to increase operational efficiency.

HKGCC enhances efficiency via DTTN

“Save time and effort” says Chan Cheong Chi, senior manager of the certification division at the Hong Kong General Chamber of Commerce (“HKGCC”), the largest and oldest business association in Hong Kong. This statement from Mr. Chan highlights the benefits offered by the DTTN.

HKGCC strives to improve the quality of service providing to their customers especially for the application of the Certificate of Origin (“CO”). Accelerating the CO application process so as to save time and optimize the use of resources is imminent. Chan states that before connecting to the DTTN, they must input the CO application data manually, sometimes they received complaints from clients because of error being made during the key entry process.

After implementing the new system, these problems are eliminated and also recognised an improvement in operational efficiency, echoing the benefits of e-commerce development.

Chan says: “In summer 2006, our association launched WebCo (www.webco.hk), a service allowing users to apply for re-export or transshipment COs via the web. Users can also check application status and make amendments if there are any errors. For us, we can directly print the CO according to the information entered by the customers, therefore, saving time and manual effort. But, some clients are not willing to use the WebCo service as they already have their own established computer system for processing applications. If they use this service, they need to re-input the same data again

and this becomes the barrier for them. With the DTTN, clients’ database can be link directly to the WebCo system and no re-keying of the same data is necessary. Error caused by the re-keying process is totally eliminated. Apart from that, clients can use the same DTTN link to exchange other business documents via the DTTN to other trading partners such as banks and freight forwarders to achieve the goal of saving time and effort.”

“Once we have decided to link the DTTN with our WebCo, consultants from DTTN started working with us to identify our needs, the business documents we required to exchange via the DTTN and the related process flow. They also worked with our IT department to understand the operation pattern of our system and then made some modifications in order to allow clients to send documents electronically into our system. Although the process takes time and we need to deploy resources initially, it’s still worthy of the effort because we can achieve good results in such a short period of time.”

Indeed, exporters generally welcome this new approach.

Chan explains: “With the implementation of the DTTN, the number of CO applications being processed by electronic means increased, our operation cost and processing time significantly reduced. Accordingly, a synergistic effect is achieved.”

The first client to apply for a re-export CO via DTTN is one of the largest international department stores based in the UK. This client processes close to 200 re-export CO application per month and is very supportive on the new approach. They concur that by using the DTTN, it helps to save time and cost. Chan says that DTTN users will continue to increase and the service will become increasingly common. “With the connection to the DTTN, users are no longer required to input information on the web but can still process the CO application electronically via the DTTN. They can also check the application status and obtain related information. We can process online application and notify clients immediately if there are any errors. Therefore, the application process can be accelerated.”



配合將推行的道路貨物資料系統計劃(Road Cargo System, ROCARS)，一舉幾得。

他說：「現在，所有辦公室均設有電腦，電子化已是大勢所趨。相信，ROCARS全面實施後，對於中小企來說，使用DTTN亦有一定的幫助。基本上，申請轉口產地來源証、報關及ROCARS所需的資料文件大致相同，三者息息相關。透過使用DTTN這個電子平臺，便不用重複輸入資料，三項申請一併處理。除了可提高效率外，也可省卻繁複的工序，而且亦可避免因重複輸入而出現的人為錯誤。屆時，只要有電腦的地方，甚至是咖啡室，出口商可以不受地域及時間限制，由早上7時至11時，利用DTTN等網上電子平台辦理各類型簽證及報關，大大增加其工作的靈活度及效率，令電子平台的效用發揮得最大。」

助企業跳出香港框框 走向國際

事實上，DTTN的出現為企業帶來不少方便，不但省卻繁複的人手輸入資料程序，且可不受地域及時間限制，透過電子方式處理文件往來，提高效率及節省成本。相信，配合電子化的大趨勢，DTTN將會愈趨普及，類似電子平台及運作模式亦可跳出香港的框框，聯繫各國企業，走向國際，進入真正電子商貿時代。

DTTN brings all-round benefits to HKICC

F. H. Wan, Director of the Indian Chamber of Commerce, Hong Kong ("HKICC") also agrees that all parties can benefit from employing DTTN. He says: "DTTN brings all-round benefits to clients, us and DTTN itself."

Before using the DTTN, the Origin Certification Re-export service offered by HKICC (founded in 1952) was mostly handled manually. Wan states that clients needed to come twice, as at first they had to submit the application document and then return to get the certificates. If there was an error, handling times would then be doubled.

Wan says: "In the past, for wholly-manual processing, clients needed to input data and prepare the application document. When we received their documents, we would input the same data in our own computer system. Thus, it duplicated the process of inputting data and complicated the approval process. During the peak season for cargo shipment, the number of Re-export CO applications increases significantly. As the whole process was done manually, it was difficult for our staff to handle all of those applications at the same time. In fact, we had to devote a lot of human resources not only to re-enter data, but also review the documents in order to maintain accuracy. On the other hand, we strive to improve services so as to meet clients' needs, which accelerate our pressure on processing the Re-export CO applications."

"After using DTTN, information in clients'

application documents will be transferred to our computer system directly via the DTTN. This eliminates the process of re-entering the same data into our system and also improves service quality to our clients. Once the application is confirmed, confirmation documents together with the Re-export CO Certificate Number will automatically be sent to our clients. The whole process does not require any manual effort, reducing the chance of making mistakes and minimizing our response time to clients' applications."

"According to current Hong Kong customs regulations, all exporters and re-exporters are required to submit trade declarations within 14 days after export. Basically, most of the information required for Re-export CO applications is the same as that for trade declarations. In the past, clients needed to input the same data separately for these two documents. With the implementation of DTTN, clients can easily transfer the information in their Re-export CO application to ValuNet Deluxe software for trade declarations, which indeed enhances operational efficiency."

At present, the number of clients applying for Re-export COs via DTTN is increasing gradually. In general, clients are all satisfied with the new approach and their responses are positive. Wan expects that by employing DTTN, clients' workload can be reduced by 50% and HKICC can also save 30% of the processing time. In the future, this can also be in line with the implementation of the Road Cargo System (ROCARS).

Wan adds: "Now, all offices are equipped with computers and e-commerce

development is definitely the new trend. We believe that after the implementation of ROCARS, it will be most helpful for small and medium-sized enterprises. Indeed, the information required for Re-export CO applications, trade declarations and ROCARS is closely connected and nearly the same. Through DTTN, these three applications can be handled simultaneously to enhance efficiency, avoiding duplicate work processes and potential human errors induced by re-entering the same information. Then, wherever there's a computer, even in coffee shops, exporters can apply for similar certificates and trade declarations via DTTN and other online electronic platform from 7am to 11pm without any time and location constraints. This is obviously helping with maximising operational flexibility and efficiency and enhancing the applicability of electronic platforms."

Helping companies become internationalised

In fact, DTTN provides much convenience for companies and allows them to handle documents without the manual input of extensive information anytime, anywhere so as to enhance efficiency and save costs. In line with digitalisation trends, DTTN has become popular and similar electronic platforms and operation modes can be implemented outside Hong Kong to connect with companies in different countries, heralding the real era of e-commerce.