



**Shipping and Pricing
Automation**

15/06/2023



The Hidden Cost of Poor Data Quality

Poor data quality is costing the freight industry on average
-20% of its annual revenue.

Quality limitations of semi-structured data coming in from APIs/EDIs

Unstructured data (80% of freight & logistics data)

Manual processing (90% of data is still processed manually)

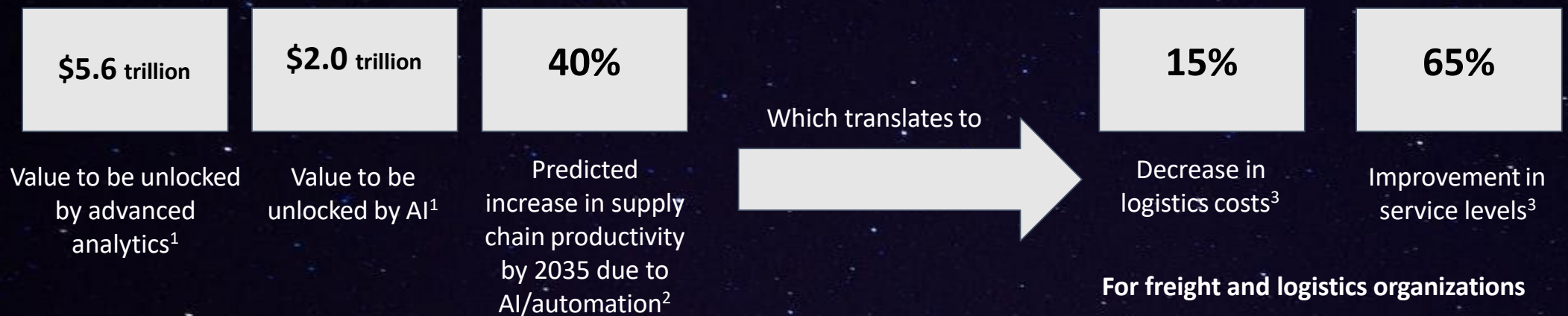
Manual processing and poor quality data leads to:

- 50% of employees' time wasted
- 30% more data errors and inaccuracies
- 2X the chance of human error
- Productivity issues
- Margin losses
- Poor decision-making
- Low conversion rates
- Customer dissatisfaction
- Confusion and inefficiency
- No ability to automate resource-intensive processes

20%
Revenue
Lost

The Opportunity

AI and automation in the supply chain are predicted to deliver:



And Yet...

- **Only 12%** of supply chain professionals are currently using AI to benefit their operations.
- There is a **major opportunity for early adopters** to gain a competitive edge that translates directly into revenue⁴.

The Solution?

Elevate shipping & logistics efficiency through AI that transforms data and automation for optimal shipping management.

By enhancing data standardization and overall data quality, and automating key processes, StarDox gives shipping and logistics organizations a major advantage, allowing them to leverage data assets and translate them into revenue.

Applying Advanced AI/ML to Shipping and Logistics Operations with StarDox

The AI-Powered Data Management and Automation Platform That Speaks “Shipping”

- Fully automates procurement, sales, and operations in the freight, logistics, and supply chain industry.
- Leverages AI and machine learning to achieve 100% data accuracy and automation.
- Extracts and structures data from any source, in any format.
- Instantly determines intention, context and relevant use case for further processing.
- Enables extensive, accurate automation of business processes and workflows (no “man in the middle”).

StarDox can read, extract, cleanse, enrich and structure data from any format straight from your email inbox, **including free text and attachments:**



Free-text emails



PDFs



Spreadsheets



Images



Word docs



Voice

The Challenge

Shipbrokers and Ship Agents

- Endless manual processing
- Documentation-intensive industry
- Most data is unstructured (emails, scanned documents, spreadsheets, voice etc.)
- Semi-structured data from EDIs/APIs is of a low quality, full of errors (“garbage in, garbage out”).
- Data accuracy is low
- Manual processing = high error rate

StarDox for Ship Agents: Use Case Examples

Enhancing efficiency, accuracy and productivity with AI/ML

Use Case	Status Quo	StarDox Capability
Customs Compliance and Document Management	<ul style="list-style-type: none"> • Labor-intensive manual processes • High error rate • Missing/incomplete data • Compliance issues • Demurrage/delays • Low automation 	<ul style="list-style-type: none"> • Stargo's AI has enrichment capabilities that ensure the accuracy and completeness of customs documentation for enhanced customs compliance, and lay the foundation of extensive automation capabilities. • Stargo is also capable of structuring data from other operational, procurement and compliance documentation including use cases such as commercial invoices, packing lists, clearance certificates and import licenses, CMRs, Pallet eVouchers, specialized shipping instructions, compliance certifications etc.
Business Intelligence	<ul style="list-style-type: none"> • Siloed data across multiple source systems • No AI-powered BI • Missed revenue and margin opportunities • Lack of visibility • Poor cost management 	<ul style="list-style-type: none"> • Use AI/ML to access deep, dynamic business intelligence insights for optimized decision-making, full visibility and maximized revenue, margin and cost management. • AI-enabled annotation delivers context-specific insights.
Procurement	<ul style="list-style-type: none"> • Procurement processes are not optimized • Margin/revenue loss due to unstructured data/errors • Manual, resource-intensive processes 	<ul style="list-style-type: none"> • AI-optimized procurement processes for maximum margin/revenue • Extracts, enriches and structures data directly from email inboxes.
Data Accuracy	<ul style="list-style-type: none"> • Low data accuracy • Incomplete/missing data • Data from APIs/EDIs is not cleaned and enriched as it should be • Documentation in multiple languages 	<ul style="list-style-type: none"> • AI ensures 100% data accuracy throughout the ecosystem. • Auto-fills/auto-corrects incomplete/incorrect data values based on full context. • Pan-Lingual Language Processing decodes and translates cross-border documentation, fully embracing the multinational nature of the shipping environment.

StarDox for Shipbrokers

Enhancing efficiency, accuracy and profitability with AI/ML

Use Case	Status Quo	StarDox Capability
Routes, rates and tonnage	<ul style="list-style-type: none"> Information disparity – calculating tonnage based on data from a wide variety of sources. Data silos Manual data entry and updates Data errors/inaccuracy/incompleteness Route planning is resource-intensive Difficult to validate data 	<ul style="list-style-type: none"> AI calculates and optimizes route planning, tonnage management, and rate margins. AI optimizes fuel usage and emissions - flags high emission/fuel usage routes and suggests more efficient alternatives. Generate optimized routes based on full dynamic context in seconds. StarDox validates data based on dynamic context.
Business Intelligence	<ul style="list-style-type: none"> Siloed data across multiple source systems No AI-powered BI 	<ul style="list-style-type: none"> Use AI/ML to access deep, dynamic business intelligence insights for optimized decision-making and maximized revenue and margin. AI-enabled annotation delivers context-specific insights.
Bookings	<ul style="list-style-type: none"> Manual processes Communication via multiple back-and-forth emails Delayed response times 	<ul style="list-style-type: none"> Automatically extracts and enriches data from inbox/any data source Automated booking processes Historical Context Enrichment <ul style="list-style-type: none"> Bookings & shipments: Historical records vs. present tasks. Transparent transactions between business parties. Complete missing data based on past shipments Auto-match available vessels/tonnage to cargo requirements.
Price requests	<ul style="list-style-type: none"> Manual responses Low win rates Resource-intensive process Low automation 	<ul style="list-style-type: none"> Use AI to automatically respond to a price request with multi-option proposals and optimized pricing in seconds. Faster response times = higher customer satisfaction
Invoice reconciliation	<ul style="list-style-type: none"> High error rate Resource-intensive manual processes 	<ul style="list-style-type: none"> AI automatically extract, enriches, classifies invoice data and reconciles it for use in wider business systems, eliminating manual processes.

The Benefits

OPERATIONS

+27%

Productivity Improvement

By automating repetitive, time- and resource-intensive tasks, your team is freed up to focus on more important work.

SALES

+5%

Customer Retention

Better visibility, optimized pricing and faster responses mean higher customer satisfaction and retention rates.

+5%

Conversion Rate

Automated communications mean faster response times.

Automatic error-detection and correction expedite time-sensitive processes for more wins, more often.

PROCUREMENT

+4%

Margin Increase

AI-powered BI, procurement and pricing maximizes margins on every deal.

-10-20%

Decrease in Vendor Costs

StarDox improves every aspect of the procurement process, ensuring optimized cost management and maximized margins.

Applying Advanced AI/ML to Freight and Logistics Operations with StarDox

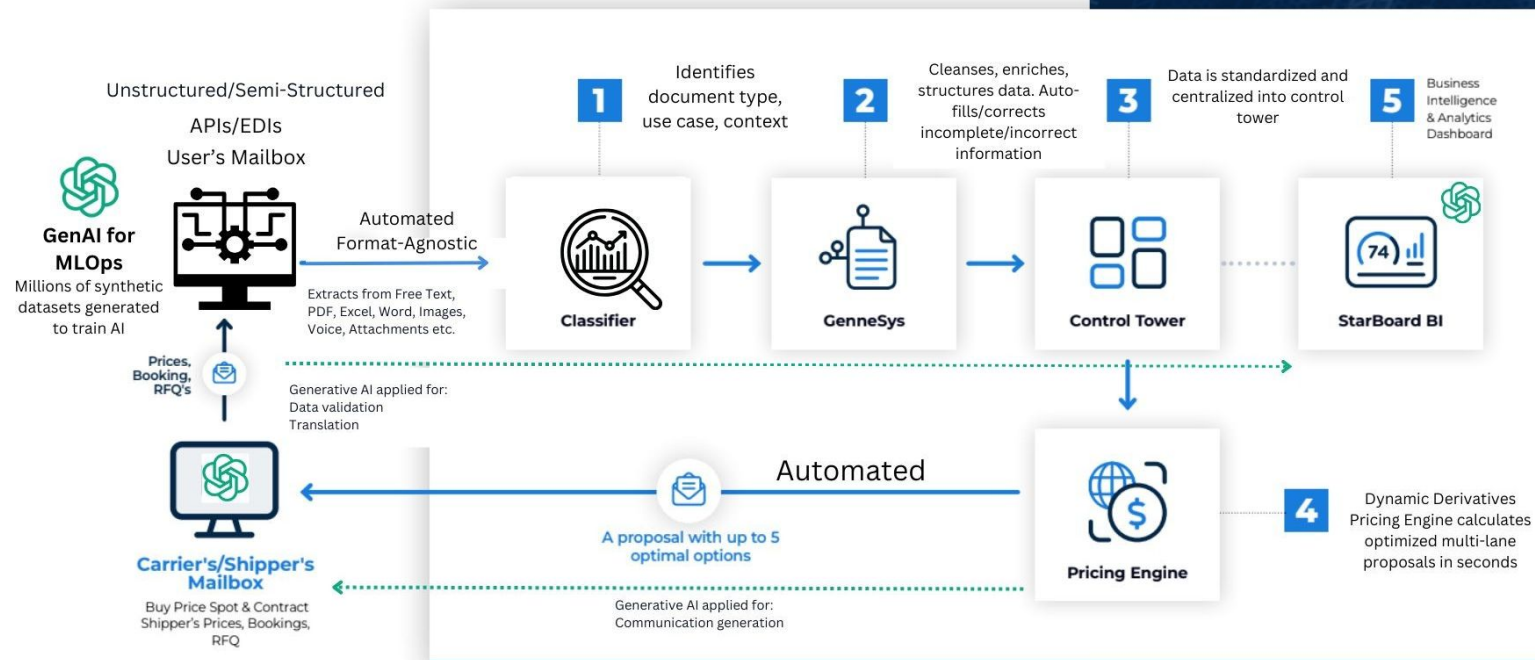
The AI-Powered Data Management and Automation Platform That Speaks “Freight”

<p>Sales</p>	<ul style="list-style-type: none"> StarDox fully automates proposal generation, using a unique Dynamic Derivatives Pricing Engine to generate multi-lane proposals in 3.6 seconds. Faster response time = higher customer satisfaction and 5% increase in conversion rates 	<ul style="list-style-type: none"> Customer Price Requests via form submission or free text email <ul style="list-style-type: none"> RFQs from enterprise clients Proposals (both internal and customer) API integrations with partner platforms
<p>Procurement</p>	<ul style="list-style-type: none"> Use AI and ML capabilities to classify and enrich carrier spot and contract buy prices and add learned historical context to bring more accuracy and transparency to shipping terms. Gain a 4% margin improvement through optimized pricing. 	<ul style="list-style-type: none"> Carrier contract buy prices <ul style="list-style-type: none"> Carrier spot buy prices Carrier comparison marketplace platforms (API integrations) e.g. Cargowise Competitor rate cards for analysis and benchmarking
<p>Operations</p>	<ul style="list-style-type: none"> Freight: Stargo brings an evolutionary data framework and infrastructure to the entire freight supply chain lifecycle, working with all manner of operational use cases. Customs Compliance: Stargo provides classification, standardization and enrichment for all compliance and clearance documentation use cases. Business Intelligence: AI delivers deep business intelligence insights for data-backed decision-making, margin optimization, accessing hidden revenue opportunities and more. 	<ul style="list-style-type: none"> Carrier delivery order Commercial invoice <ul style="list-style-type: none"> Loading list Packing list OBL/HCL/CMR <ul style="list-style-type: none"> PO Booking time slots Import Clearance certificates <ul style="list-style-type: none"> Compliance certificates Integrates fully with existing systems for interoperability and deep BI

How it works

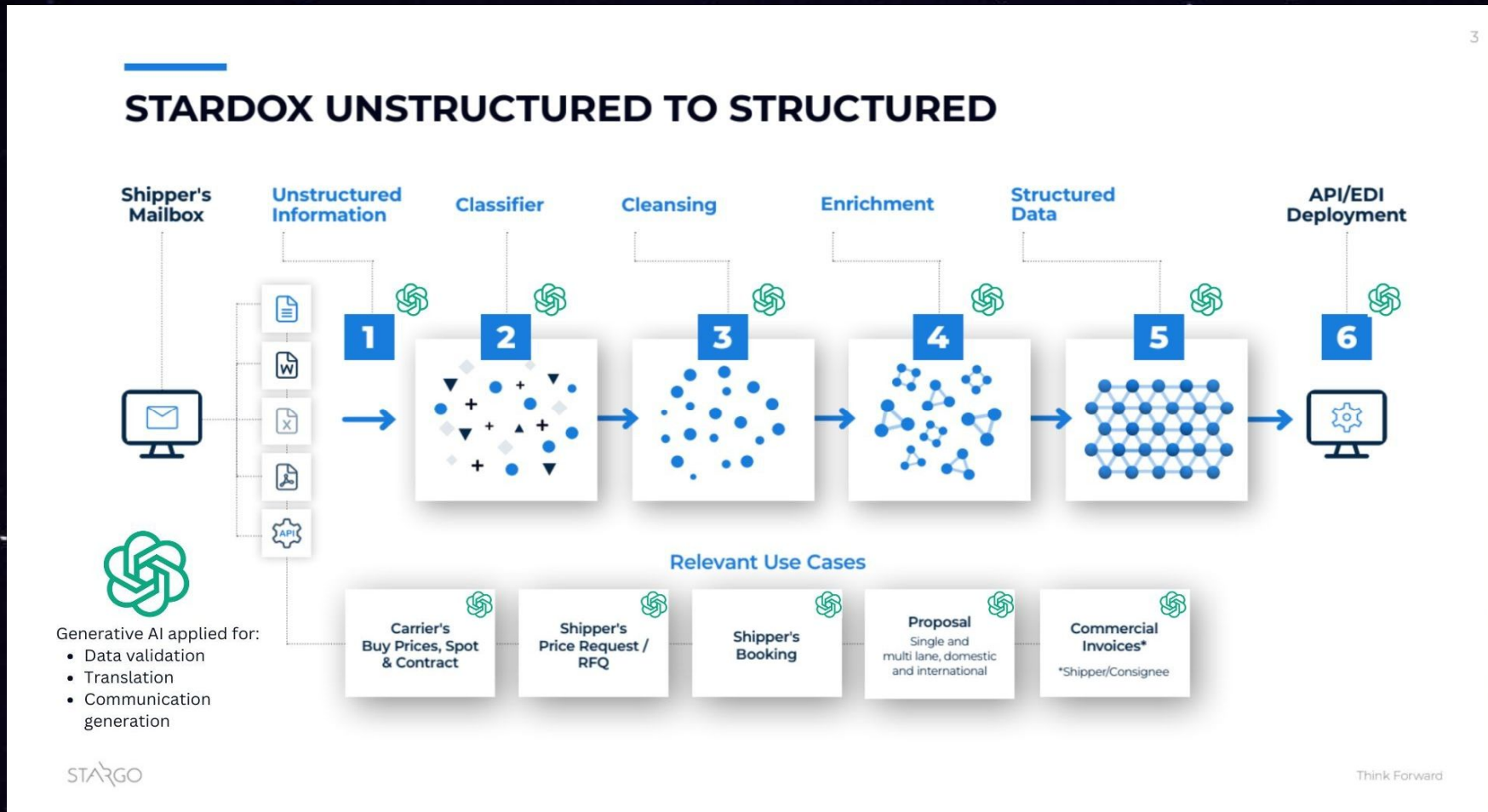
Powerful StarDox Classifier and GenneSys AI Engine, supported by Generative AI, extract, cleanse, enrich, structure and centralize all business data, within broader context.

IN 3.6 SECONDS



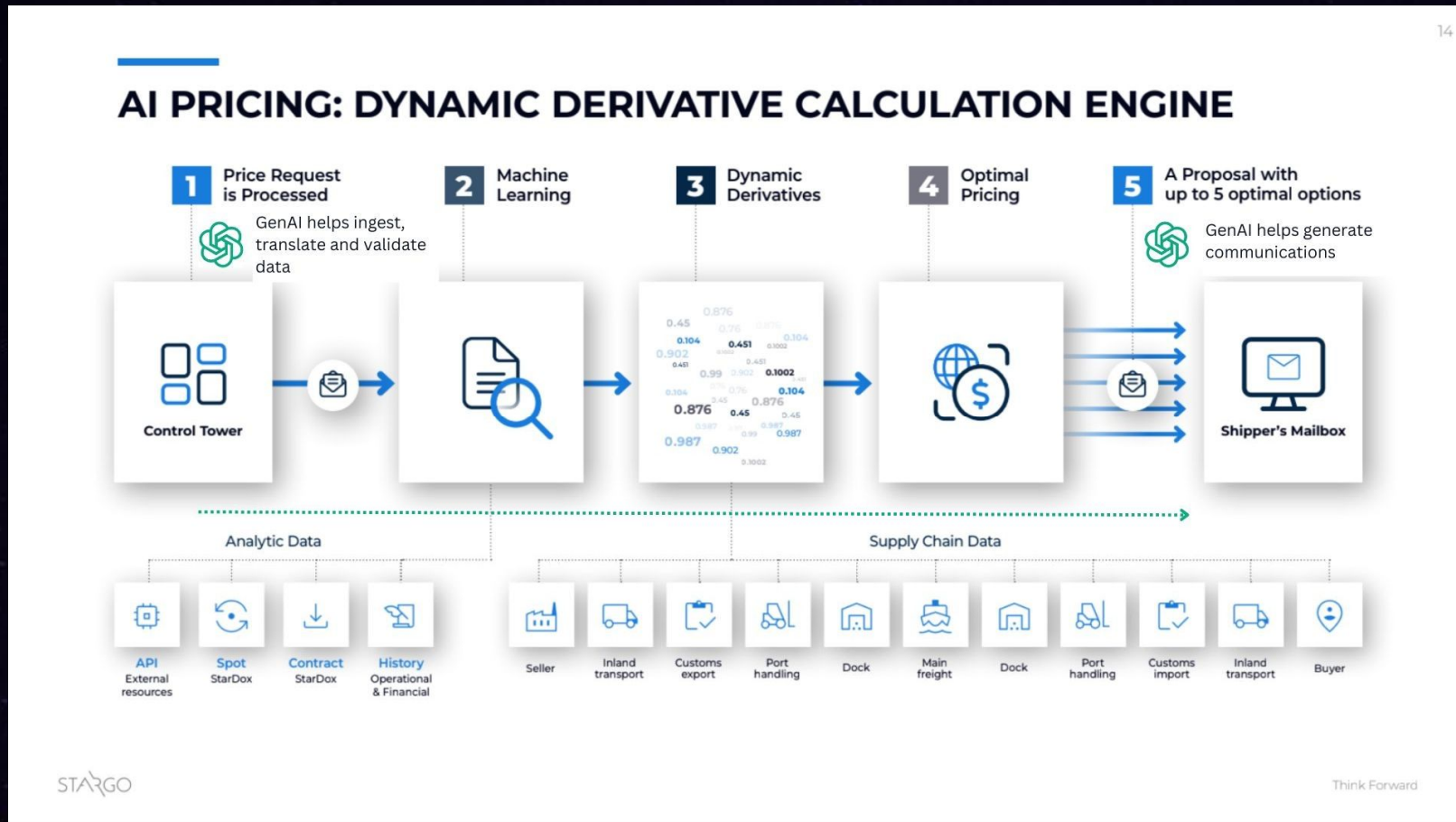
How it works

Handles both unstructured (inbox) and semi-structured (API/EDI) data.



How it works

StarDox is the only solution that uses a AI-Powered Dynamic Derivatives Pricing Engine



StarDox Features

✦	AI-Powered Analytics	<ul style="list-style-type: none">AI/ML detects patterns, trends and anomalies in all business data for deep BI insights and data-driven decision-making for shipbrokers and ship agents.
✦	100% Data Accuracy	<ul style="list-style-type: none">Data structured into a single source of truth containing 100% accurate customers documentation, contracts, commercial invoices and bookings for transparency and oversight.
✦	AI-Powered Dynamic Derivative Engine	<ul style="list-style-type: none">Calculates optimal options/recommendations using historical and current dynamic spot and contract price dataIncreased intelligent opportunities for procurement processes/matching cargo to vessels etc.
✦	Automatic Error Correction/Flagging	<ul style="list-style-type: none">Errors, anomalies and unexpected changes are auto-flagged and autocorrected
✦	AI-Based Predictions/Recommendations	<ul style="list-style-type: none">Complete internal/external contract process and signature automationImproved procurement processes
✦	Format- and Source-Agnostic	<ul style="list-style-type: none">Extracts, reads, cleanses, enriches and analyzes data from any source, in any format.Includes APIs/EDIs

The world's top freight and logistics companies choose Stargo

ANY DATA FORMAT. ANY DATA SOURCE.
APPLICATION ACROSS ALL FREIGHT AND LOGISTICS VERTICALS/USE CASES



The Results:

100% accuracy.
100% visibility.
Unprecedented efficiency.

Business Area	Business Function	Current Processing Time	Stargo Processing Time	Automation
SALES	Freight proposals	3 hours	60 seconds	Fully automated
	Customer Price Requests	Up to 60 hours	3.6 seconds	Fully automated
	RFQ Generation	60 hours	40 seconds (500 lanes)	Fully automated
PROCUREMENT	Buy Price (Spot)	5 hours	3.6 seconds	Fully automated
	Buy Price (Contract)	3 hours	3.6 seconds	Fully automated
OPERATIONS	Commercial Invoices	50 minutes	50 seconds	Fully automated
	Booking requests	12 emails (average)	2 emails	Fully automated

StarDox Verticals



Shipping Lines



Airlines



Trucking Companies



Customs Brokers



Carriers



NVOCC



Agents



Shippers/Consignees



Freight Forwarders

Results in just 12weeks

Instantly integrates with existing systems for maximized time-to-value

2-3 Days

DSO

+5%

Customer Retention

>4-5%

Improved Deliverability

-10%-20%

Reduced Vendor Costs

+2%

Response Rate

>10%

Decrease in Sales Cycles

-5%

Error Rate

~5%

Win / Conversion rate

Sources:

1. <https://www.mckinsey.com/~media/McKinsey/Business%20Functions/McKinsey%20Digital/Our%20Insights/Driving%20impact%20at%20scale%20from%20automation%20and%20AI/Driving-impact-at-scale-from-automation-and-AI.ashx>
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THANK YOU

THINK FORWARD
THINK STARGO