



CUSTOMER

Tradelink Electronic Commerce Limited

ACTIVE LOCATIONS

54,000 companies throughout

INDUSTRY

Manufacturing

TRADELINK

Company Profile

Publicly listed Tradelink Electronic Commerce Limited is a leading e-commerce service provider in Hong Kong. The mission of Tradelink is to be the to be the most influential e-commerce service provider in Hong Kong, and foster the productivity and competitiveness of Hong Kong trade through the provision of trade-related electronic commerce.

Tradelink has been growing rapidly since incorporating in 1988. Since publically listing in Hong Kong in 2005, and acquisition and development of the Digital Trade and Transportation Network (DTTN), the company has expanded rapidly and now supports a customer base of more than 54,000 companies, practically constituting the entire Hong Kong trade and logistics community.

The DTTN is a HKSAR government endorsed community platform that facilitates information flow among the trade, logistics and finance industries involved in the movement of goods and service throughout the greater Hong Kong region, enabling them to exchange business documents electronically with their trading partners.

The DTTN supports Hong Kong's international reputation as both a leading manufacturing complex and a major commercial center within Asia. In 2008 the total value of trade through Hong Kong was US\$760 billion in 2008, increasing 5.3% over 2007. With strongly free-enterprise focused economic policy, a well-educated and industrious workforce, and sophisticated commercial infrastructure, Hong Kong continues to grow and develop its role as an international services and trading hub.

Background

Hong Kong is a major international trading hub, and China's commercial gateway to international trade. To ensure long term international competitiveness, Hong Kong has embraced the efficiency demands of the logistics sector, seeking a fully integrated electronic trade and transportation network that would enable fast, efficient communication, transactions, and two-way information sharing. The DTTN platform – the first electronic logistics infrastructure in the world - was created address this need, by fully automating the logistics supply chain.

The DTTN was designed to enable companies, large and small, to optimize their logistics processes and cut their operating costs by reducing delays, double handling, data entry time and errors. The DTTN embraces the full spectrum of players in the trade and logistics community including buyers / importers, sellers / exporters, freight forwarders including third party logistics service providers, freight carriers / import-export portals, terminal facilities, government and its agencies, banks and financial institutions, insurance companies, and trade inspection agencies.

“The Intelledox solution provides a user-friendly, simple yet powerful tool and further enhances our value proposition to clients.”

Justin Yue
Chief Executive Officer
Tradelink Electronic Commerce Limited

Business Problem

With more than 50,000 customers, 80 types of commonly used documents, and generating over 2 million documents per annum, Tradelink traditionally operated a process based on Microsoft Excel templates utilizing macros. This approach was very time-consuming, and template creation required programming knowledge and offered limited functionality. A lot of document manipulation was required, with significant time spent on editing and revision. As is typical of processes without centralized management and control, maintaining document consistency was proving to be very difficult.

Pursuing the stated goal of driving efficiency throughout the Hong Kong trade and logistics sector, and to deliver enhanced value of the DTTN to customers, Tradelink needed a cost-effective solution for document automation to facilitate electronic business exchange throughout the network.

The DTTN offers customers electronic creation and exchange of trade-related documents. The DTTN is a value-added business model that seeks to provide an open, neutral, secure, reliable and shared messaging infrastructure, compliant with local and international standards for security, trade documents, codes and protocols. The most common documents that customers of Tradelink utilize include:

- Shipping orders
- Sales orders
- Purchase orders
- Packing lists
- Commercial invoices
- Insurance certificates
- Bills of lading
- Bills of exchange
- Certificates of origin
- Payment confirmations

Intelledox Solution

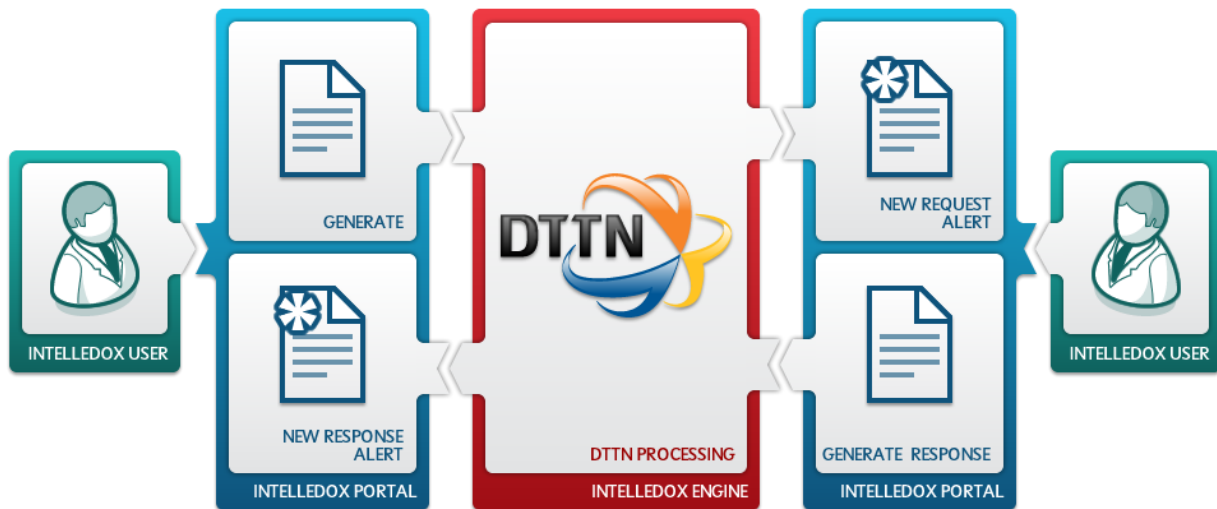
Intelledox provided Tradelink with a document automation solution that transformed their burdensome processes into an intelligent modus operandi. The custom portal was created to handle Tradelink custom requirements, including generic Intelledox features, and a dedicated Inbox/Outbox for the communications between parties.

The Intelledox solution saves Tradelink countless hours of dealing with order fulfillment tasks. In order to create a document, the user is now led through a simple wizard-style interface. The user is prompted to answer simple questions to complete the data requirements of the document. Corporate data is fully leveraged, and drawn from a range of Tradelink line of business systems to populate required document fields. The finished document is delivered back to the user in the Word or PDF format, or can be sent to any authorized party via the DTTN in the CXML format.

The Tradelink process flow is now highly efficient and user friendly. For example, a Buyer creates a purchase order utilizing Intelledox, draws data from required sources, and generates the document using the pre-determined Tradelink document template, sends it to the Seller via the DTTN. The Seller then views and processes the purchase order from the Intelledox Portal Inbox. The Seller then generates an invoice based on the data from the purchase order and sends it back to the buyer.

“We have chosen Intelledox because it offered us a cost-effective solution that provides the scalability to grow as our business expands.”

Justin Yue
Chief Executive Officer
Tradelink Electronic Commerce Limited



Intellex offers centralization of the document creation process which means that all templates can be accessed, generated, and maintained in one place. Intellex has permanently changed document-centric processes in Tradelink, and delivered a range of transformation benefits including:

- Business user-driven template development – no longer reliant on specialized IT resources
- Increased productivity - documents are produced in seconds, not minutes and hours
- Simple solution that does not require computing proficiency of users
- Dramatic increase in the accuracy of the shipping documentation
- Document can be easily customized to incorporate approved corporate content and brand elements
- Increased security - access to shipping documents templates is permission-driven by the DTTN

The Intellex solution for Tradelink increases the utility of the DTTN for its users. Ultimately, an improved e-commerce platform benefits the entire HK trade community and strengthens overall competitiveness of the trade and logistics industry in the region.

ABOUT INTELLEDOX

Intellex is a 4th generation document creation system and specifically addresses what leading analysts refer to as "content chaos" caused by a lack of a structured and centralized approach to document generation. Intellex creates significant business advantage through the automation of document-centric business processes. By leveraging existing investment in document management and information assets, Intellex assists organizations to drive down operational costs, deliver increased efficiency, reduce compliance risk, and improve user experience. Intellex has delivered high quality enterprise software solutions to a growing portfolio of large corporate and government customers across the globe. Currently some 300 customers and 400,000 users benefit from the solutions developed by Intellex Pty Ltd. Headquartered in Australia, Intellex has an international presence across the globe with offices in the North America, Singapore, and the United Kingdom.

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