

Samsung Electronics

Introduction

This case study of Samsung Electronics is based on an April 2017 survey of INTTRA customers by TechValidate, a 3rd-party research service.



“INTTRA is a vital neutral transaction platform that improves my ocean shipment planning and operations.”

“INTTRA system is the most friendly to open booking. It provides the choices that I need and it’s easy to amend any request, for both open booking or upload shipping instructions. It’s not a complicated system.”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select INTTRA:

- The business needs a multi-carrier platform that is easy to use and also provides operational improvement benefits.

Use Case

The key features and functionalities of INTTRA that the surveyed company uses:

- Ability to manage ocean shipments with multiple carriers; INTTRA provides access to a majority of top carriers in the world.
- Ability to easily submit and amend container bookings.
- Ability to create Shipping Instructions for container bookings.

Results

The surveyed company achieved the following results with INTTRA:

INTTRA Product & Services:

- Excellent Data Quality
- Easy to use User Interface
- Reliable
- Great Customer Service

Operations improvement provided by INTTRA:

- Faster booking confirmation
- Increases transaction visibility
- Improves compliance support

Company Profile

Company:
Samsung Electronics

Company Size:
Global 500

Industry:
Electronics

About INTTRA

INTTRA is the largest neutral electronic transaction platform, software and information provider at the center of the ocean shipping industry. INTTRA’s innovative products, combined with the scale of our network, empower our customers to trade with multiple parties and leverage ocean industry information to improve their business. Connecting over 225,000 shipping professionals with more than 50 leading Carriers and 110 software alliance partners, INTTRA streamlines the ocean trade process. Over 700,000 container orders are initiated on the INTTRA platform each week, representing approximately 27 percent of global ocean container trade.

Learn More:

[INTTRA](#)