AGILE AND FULL-FLEDGED WAREHOUSE AUTOMATION FOR HHH MARINE & LOGISTICS

How Focus Softnet helped HHH Marine & Logistics automate warehouse processes and simplified the management of ship spares, offshore equipment and transhipment cargo.

Background

HHH Marine and Logistics Pte. Ltd. is a widely recognized name in the Singapore marine industry. The company provides one-stop marine services to ship owners, ship management companies, shipping agencies and offshore vessels.

HHH also offers comprehensive marine transportation and logistics services to companies that are into shipping, offshore, oil and gas, transport services for in-port and out-port limit services, supply boats, high speed agent boats, harbour launch, marine logistics, warehousing, air and sea freight services.

HHH Marine is a BizSafe Star certified company and has achieved ISO 9001:2015 (QMS), ISO 14001:2015 (EMS) and ISO 45001:2018 (OH&S) certification.

The Challenge

With the evolving demand and changes in the logistics environment. The leadership of HHH Marine & Logistics decided to optimize its logistics operations, overall productivity and efficiency, by introducing warehouse automation tools. It sought to reduce the currently-used manual touch points, enhance the warehouse turnaround time and vessel stock management, apart from establishing measurable data metrics for the workforce and reduce labour costs.

The overall distribution processes at HHH were inefficient as each vessel cargo was touched approximately ten times on its way to the customer. Its distribution and operations also needed an upgrade to keep pace with growth projections.

Focus Softnet - The Solution Partner

Focus Softnet was called upon to address and resolve the challenges faced by HHH. Focus Softnet 's local team engaged with the company, using its 'Consult, Configure & Commission' methodology to create a customized WMS solution.

Enablement Journey - PHASE #1 CONSULTATION

A Detailed Scoping activity was initiated involving all the key stake holders at HHH, including coordinators, stores and the management team.

Focus Softnet's regional consultant team visited the site multiple times, interacted with the team and conducted a comprehensive cargo flow analysis with different scenarios (general, ship spares, mixed cargo and off-land etc.). It eventually proposed a workflow redesign according to Focus WMS standards. The team identified the automation gaps, formulated the supply chain strategy and user roles, helping the team establish performance metrics and align with the business growth objectives set by the management team for its logistics operations.

PHASE #2 CONFIGURATION

After the endorsement of SRS (System Requirement Specifications) by HHH Marine, Focus Softnet's team initiated the back office configurations of Focus WMS and supervised the UI/UX, interface design, integration and implemented the solution in line with the SRS. It also incorporated some of the bespoke elements specifically for HHH Marine, apart from the generic feature activations. The team helped HHH Marine migrate from manual operating procedures to digitalized transaction processing mechanisms and in effect, aided them in moving from paper to web and mobile technology.

Focus Softnet also migrated the opening inventory and trained the HHH users on how to use the new system and its processes. Following are the modules and features deployed:

FOCUSWMS

CMS
- Coordinator Management Console
- ASN - Schedule Arrival Management
- Storer/Customer Management
- Task Management

INBOUND
- AWB Package Reference
- Inbound Processes (Storer/Vessel)
- RTS, Put-away
- Cargo Label Print
- Ship Spares, Mixed Cargo & Offland
- Charges Management

OUTBOUND
- Sales Order
- Vessel-based Stick Management
- Mixed Cargo Shipments
- Picklist and Dispatch
- Delivery Order
- Consignee Management

MOBILITY
- Mobile Scanning
- Allocation Management
- Pick and Pack
- Bin Management

STOCK COUNT
- Spot Count
- Cycle Count
- Item Query
- Reservations

MIS
- Vessel-based MIS
- Warehouse-based MIS
- Bin-based MIS
- Storer/Customer-based MIS
- AWB/Cargo

PHASE #3 - COMMISSION

During the go-live, Focus Softnet's team ensured a seamless transition from existing processes into the new systems and processes. Throughout the phases of Consultation, Configuration and Commission , warehouse operations were steady – even growing – and upon completion, the project was delivered on time and within budget.

The new WMS system has reduced labor costs by over 20% and more than doubled productivity. 97% of full-time employees were retained, temporary positions and those that had not value-additions were were eliminated. The company went consultant-free just 4 weeks after the go-live.

Customer Testimonial

"The new WMS system has digitized most of our processes, assisted us with various automations within the warehouse.

Today, our coordinator team is not just able to seamlessly view and communicate with our storers/customers about the available packages in the warehouse and from different vessels on a click of a button but, also process the orders in record time.

The processes defined in Focus WMS are assisting us in improving efficiency and have raised the overall productivity of our logistics operations. The Warehouse team is satisfied and are successfully adapting to a positive change."

Annie Tan
Director
HHH Marines & Logistics Pte. Ltd.

Who We Are

Established in 1992, Focus Softnet is one of the most trusted names and experienced vendors when it comes to ERP and CRM. We have been empowering enterprises, SMEs and MSMEs across the world with digital transformation, AI powered automation and scalable ERP systems.

30+ Years of Trust and Expertise

Presence in 17 Countries Globally

1,207,423+ Users and Counting

LET'S PLAN YOUR BUSINESS GROWTH!