

Telstra Connected Supply Chain  
Visibility Imports

# End-to-end visibility of your ocean freight imported into Australia from any global port

Telstra Visibility Imports combines data from across your supply chain to bring you a single source of truth for tracking and reporting your ocean freight, regardless of your shipping line or freight forwarder.

## Predictive ETA on all your imported goods

- Track shipments, PO's, containers, products or SKUs and forecast estimated time of arrivals to better manage your early or late freight by exception.

## Make higher quality decisions faster with timely, accurate freight data

- All your data in one place enabling historical analysis and data driven decision making.

## Improve customer response times and superior customer experience

- Predictive status updates at any point in the journey will provide higher assurance to your customers and will enable your business to proactively manage customers and their queries

## Reduce operational costs

- End-to-end freight visibility will help enable your business to greater forecast and plan labour, storage and transport costs accordingly in addition to reducing the risk of late penalties and the costs involved.

Customer Purchase Orders

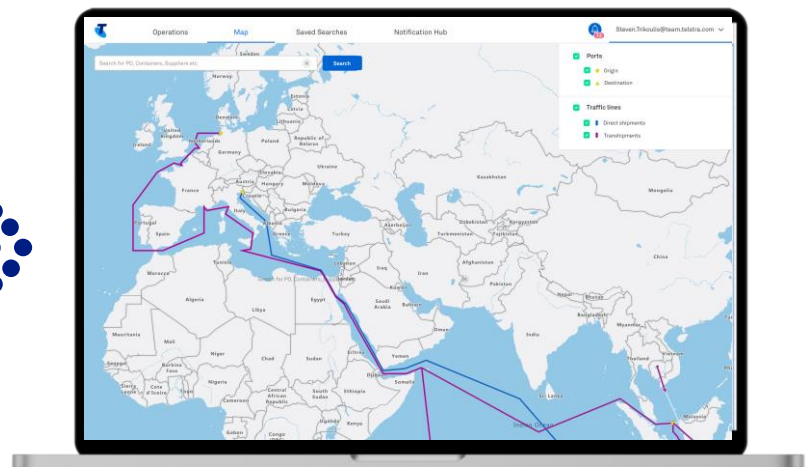
Shipping Container Information

Freight Forwarders

Marine Traffic

Australian Ports / Customs Clearance

Visibility Imports



## Telstra Connected Supply Chain Visibility Imports



### Predictive tracking and ETAs

Track & predict shipments, PO's, products or SKUs to help improve stock in transit forecasting.



### Custom search and notification engine

Configure searches, create tags, get notifications for faster decision making



### Data integration, security and quality

Cleansed, normalised and enriched data from multiple sources, hosted in a secure & trusted environment in Australia



### System and process agnostic

Simple deployment complimenting IT systems and processes - minimising the effort and costs of integration

### Easy to get started

Start your 90 day proof-of-value trial with 4 simple steps to be up and running in 2-4 weeks:

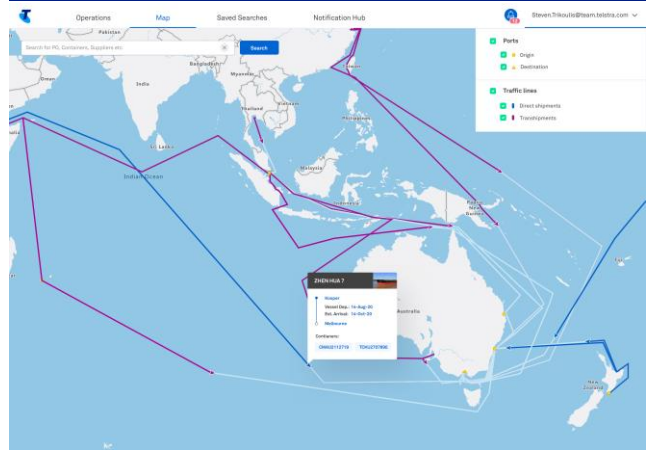
1. Data sample extract (IT system, Freight Forwarder and shipping lines)
2. Data feasibility assessment and mapping of data feeds
3. Activate data feeds
4. Data cleansing, normalising and visualisation ready for user onboarding

### IOT Global Award Winner

Recognised at the 2021 IoT Global Awards for 'Research & Development & New Product'



### Global multi-shipping line view - Portal Example



### Through our data integration partners



**Telstra Visibility Imports provides coverage on multiple shipping lines, vessel ETAs and customs clearance into Australia**

### Testimonial – MARS Petcare Australia

*"End-to-end visibility is critical. It's not just the need for visibility of our own operations, but also our logistics partners so we can keep our end customers informed and continue to deliver on our service promises. Increased visibility can help address challenges not only in freight tracking, but also in managing customer expectations."*



**Michael Hughes**

Market Logistics & Planning Manager  
MARS Petcare Australia

### IOT Breakthrough Award Winner

Recognised at the 2021 IoT Breakthrough Awards as 'IoT Enterprise Software Company of the Year'



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