

# COMPANY PROFILE

**Portrade dotcom Bhd (Portrade)** is a company that develops, provides and manages computerized applications for maritime port operators and its related trading and port user community. Incorporated in June 2000, the company is affiliated to the Malitnet/Microlink group of companies in Malaysia, renowned for developing computerized port-related applications since 1985.

**Portrade** was awarded MSC-status in the year 2000 and to date, it has a paid-up capital of USD 2 million. Having grown in both financial and technical performance, it is set to be a public-listed company in Malaysia by 2002.

## PORTRADE'S CORPORATE VISION

"To be the company that *develops, provides* and *manages* computerized applications for *maritime operators* and its *related trading and port user community* for the *Asia Pacific region*."

**Portrade** specializes in developing software applications. Its key services include:

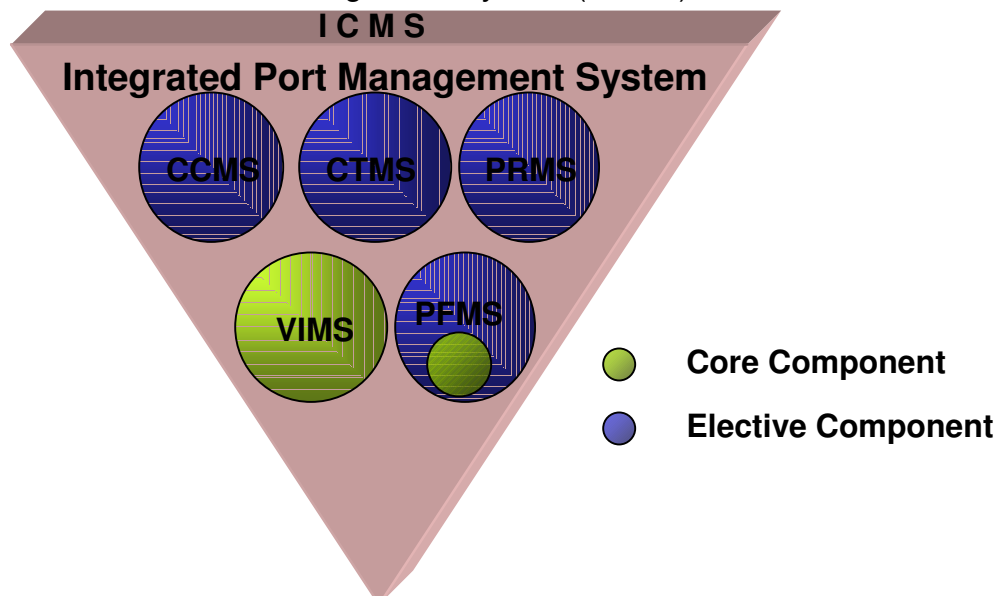
- Development of computerized port-related applications.
- Provision of software products via Application Service Provider (ASP) business model.
- Aggregator of the port-related trading community.

From total operational, management to communication systems with Internet integration, **Portrade** aims to deliver practical logistics solutions to serve the port-related trading community. Currently, it is working on providing a common portal for e-business transactions and information exchange. This would help to promote greater efficiency in regional import and export processes.

# Integrated Port Management System (IPMS)

**Portrade** offers a portfolio of software products solely developed to enable maritime ports to run their day-to-day business operations smoothly and efficiently. The Integrated Port Management System (IPMS) is a comprehensive, port-based Enterprise Resource Management application providing practical features and functions to manage and complement maritime port operations. It consists of five main components:

- Vessel Information Management System (VIMS)
- Conventional Cargo Management System (CCMS)
- Container Terminal Management System (CTMS)
- Port Financial Management System (PFMS)
- Port Resource Management System (PRMS)

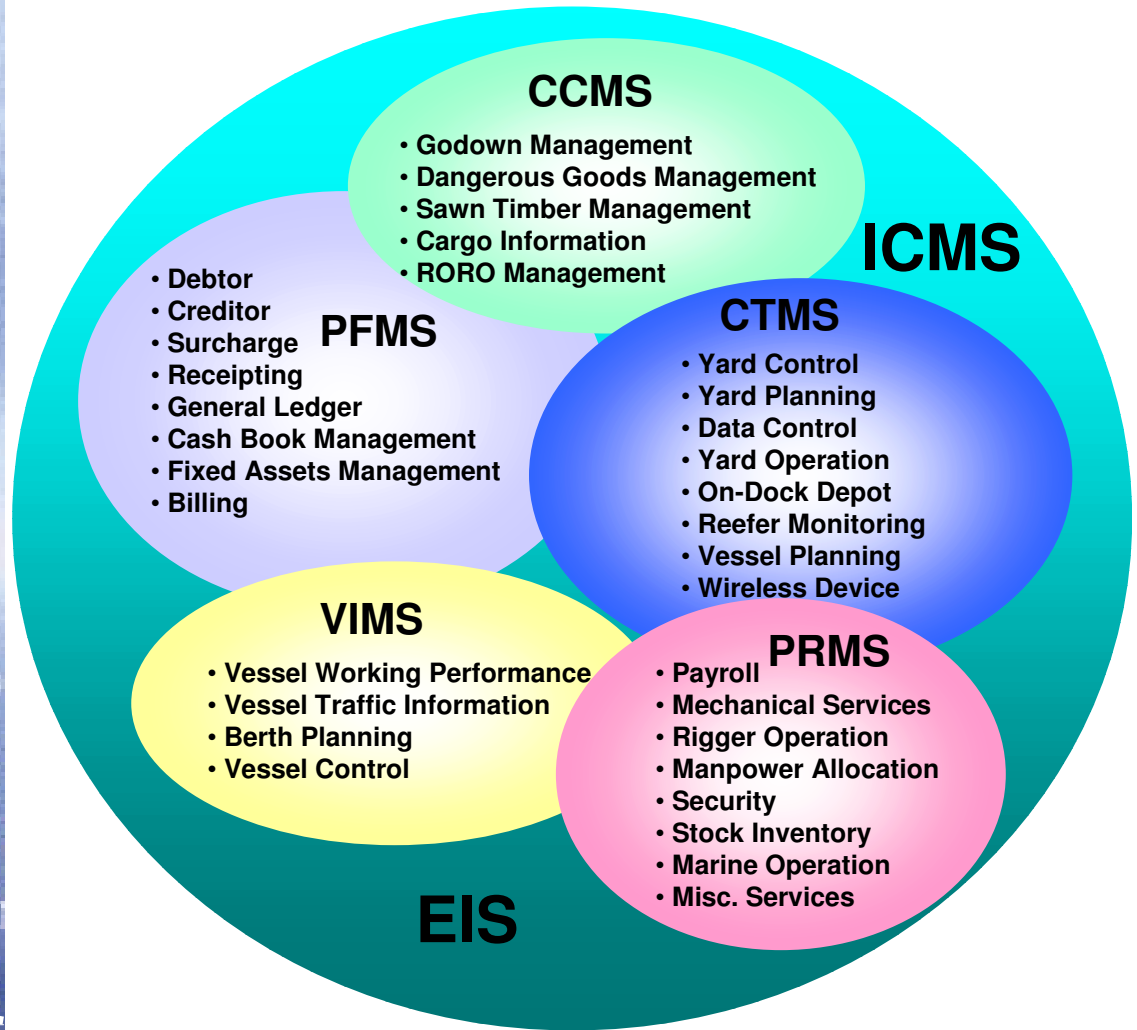


IPMS is an essential tool in meeting the complex demands of today's port operator and port-related trading community. Using web-based technology and object oriented methodology, IPMS functions are accessible over the Intranet/Internet and can be delivered to clients via the ASP model. The system provides online enquiry, analysis and reporting facilities for:

- Status of vessel operations and cargo handling activities
- Status on consignments
- Financial balance
- Billing details

To ensure tight access control and user manageability of IPMS, a key base component, ICMS (IPMS Core Management System) is built to administer and maintain the system's security, user account and standard codes setup .

# IPMS Components & Modules



The above depicts a diagrammatic view of the object oriented components of IPMS inclusive of EIS (Executive Information System) and ICMS (IPMS Core Management System). Both ICMS and EIS are tightly integrated with the other 5 components of IPMS to produce the necessary information needed for user account management, standard code setup, program/system security management, online KPI(Key Performance Indicators) query and marketing decision making purposes.

# Vessel Information Management System (VIMS)

This is a core component of the Integrated Port Management System (IPMS). It is a pre-requisite application system for the other components within the IPMS. VIMS is designed specifically for the efficient management of vessel planning, vessel movement, vessel working, berthing, and generation of ship call ID. It provides up-to-date information to enable strategic and day-to-day planning, and ensure a higher level of accuracy and productivity. The VIMS consists of the following modules:

- Vessel Control System
- Vessel Working Performance System
- Vessel Traffic Information System
- Berth Planning System



# Conventional Cargo Management System (CCMS)

CCMS is an application system that enables you to track important information and manage the business process relating to conventional cargo (including bulk and liquid cargo) more efficiently and effectively. With this component of the Integrated Port Management System (IPMS), cargo tracking within port premises is done via online enquiry and reporting facilities.

CCMS tracks and manages the:

- form/document in which the cargo is received;
- services rendered to the cargo; and
- movement of the cargo.

Ultimately, these information will be used in the generating of invoices for the vessel agents and the importer/exporter. The CCMS component offers the following modules:

- Cargo information
- Godown Management
- Dangerous Cargo Information
- Sawn Timber Management System
- RORO Management System



# Container Terminal Management System (CTMS)

CTMS helps the port operator to track:

- the type of containers received;
- the movement of the container within the port premises; and
- the services rendered to each container.

When it comes to systematic yard planning and stacking pattern allocations, the CTMS component is the perfect tool for users who need essential information on their containers. Obtaining accurate data such as the precise location and movement of a particular container or services rendered to the container within the maritime port's premises can save significant time and money.

CTMS also has the ability to manage container yards and to provide communication via hand-held computer devices. CTMS consists of:

- Yard Planning System
- Yard Operation System
- Yard Control System
- Data Control System
- On-Dock Depot System
- Reefer Monitoring System
- Vessel Planning System
- Wireless Device System



# Port Financial Management System (PFMS)

This application system is built for accurate and efficient financial tracking. With PFMS, maritime ports can now carry out online billing easily by generating online invoices to vessel owners, vessel agents and the importer/exporter. The system also enables online receipting and the processing of all financial information for management reporting purposes and statistical reporting.

The modules of the PFMS include:

- Debtor System
- Creditor System
- Billing System
- Surcharge Calculation System
- Receipting System
- General Ledger System
- Cash Book Management System
- Fixed Assets Management System



# Port Resource Management System (PRMS)

In today's competitive market, port resource management is becoming an increasingly complex and time-consuming task. Skillful manipulation of finances, equipment and manpower (money, man and machine) is essential to the success of a port operator. The PRMS was designed to provide:

- an efficient and effective resources inventory
- information on equipment/tool availability
- manpower allocation
- manpower utilization
- vessel services requisition
- workshop activities
- employee/contractor payroll processing

PRMS also track and manages information on mechanical stores operation, rigger operations and supplies provided to vessels. PRMS consists of the following modules:

- Rigger Operation System
- Mechanical Services System
- Manpower Allocation System
- Payroll System
- Stock Inventory System
- Marine Operation System
- Misc. Services System
- Security System