

Logistics technology: Kewill rolls out new forwarding and customs applications

Jeff Berman, Senior Editor -- Logistics Management, 2/7/2008

GUILFORD, United Kingdom and NASHUA, N.H.—Supply chain technology vendor [Kewill](#) recently announced it has rolled out new features to its Global Trade Management portfolio: Kewill Forwarding, a global end-to-end freight forwarding application, and Kewill Customs, a Customs House brokerage application designed for the United States—and also be integrated into Kewill Forwarding.

The company said that these new applications are designed to improve the visibility and control of goods through global supply chains, cut down on transaction costs, and expedite delivery schedules. Kewill describes its Global Trade Management platform as “an integrated solution that addresses the needs of global enterprises and logistics service providers.” Along with Kewill Customs and Kewill Forwarding, it is also comprised of Kewill Compliance, which has import and export modules, which automates classification and valuation of imports.

Kewill Trade & Logistics North America COO Ken Halle told *LM* that Kewill’s Global Trade Management platform is largely based on a series of five acquisitions it has made in the last four years, each having customs brokerage and freight forwarding platforms in various regions—the U.S., Asia, and Europe. In February 2007, Kewill acquired Singapore-based IPACS, whom had new freight forwarding applications it wanted to roll out globally.

The other acquisitions are: TradePoint in 2004, Interchain in 2005, and CSF GmbH in 2006.

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“At the time of that acquisition, we were looking for a new forwarding product...and IPACS had exactly what we wanted, which was a foothold into Asia and a brand new freight forwarding application,” said Halle.

This forwarding application—Kewill Forwarding—is what is being rolled out worldwide, and over time Kewill will upgrade all U.S., Asia, and European customers to this application.

For the U.S.-based Kewill Customs, its third-generation customs brokerage application, it is built on the same Web-based system as Kewill Forwarding.

Halle said that Kewill currently has 300 worldwide freight forwarder customers, and it will be upgrading all of them to these new Global Trade Management platforms over time. And he added that Kewill currently does business with 23 of the 23 world's largest freight forwarders, by “doing pieces of their business in different geographies for different applications.”

In terms of the main benefits and functionality of Kewill Forwarding and Customs for end-users i.e. freight forwarders and shippers, Halle claimed that Kewill is the only company with customs clearance in the U.S., Asia, and Europe that are all integrated and delivers a seamless flow of shipments.

“With this platform, an export shipment from Singapore becomes part of the same system as an import shipment in the U.S. or in Europe,” said Halle. “And from there it flows from the Kewill Forwarding component to the Kewill Customs component with no data re-entry. It also provides total visibility of an entire transaction to the freight forwarder, brokers, shipper, or consignees from the beginning of the shipment to the customer.” On the freight forwarding side, Halle said the Web-based platform provides shipment, visibility, purchase order management, and electronic bookings, which serve as a collaborative effort of various parties to either manually enter data into the portal or upload files electronically and then be able to add data based on supply chain processes. This process, he said, connects forwarders with third party providers like carriers and 3PLs so that their data is being fed into the portal so all involved parties are aware of when a shipment moved, when it will arrive or of it will be late, among others.