

SEDNA

Press Release

SEDNA and SHIPNEXT form partnership to digitize workflow & optimize organizational performance

January 23, 2019: SEDNA, the leading provider of cloud-based transaction management software, today announces a partnership with SHIPNEXT that will enable organizations to digitize the work-flow related to shipping, transportation and freight negotiations. The results will reduce the amount of work involved to source cargo information from hours to seconds.

An increasing amount of emails and requests are creating a growing problem related to data search and data processing. Traditionally, if a broker wanted to find the latest information on a vessel, they were required to search multiple systems. The issue is compounded when having to compare several ships and searching thousands of emails to gather the most relevant information. Through this partnership SEDNA and SHIPNEX are helping to automate routine data processing by creating one seamless system that will spare the industry from traditional email circulars and hours of work.

Research shows that a vast amount of resources are wasted due to inefficient and error-prone manual processes. Many organizations are using email as the first step in digitally transforming their organizations by meeting people where they work and providing a better solution to collaborate, search for information and filter only the most relevant messages.

According to Alexander Varvarenko, CEO of SHIPNEXT, “we view SEDNA as the most user friendly solution that when combined with our technology we are creating a mobile workstation that is second to none.” Mr. Varvarenko goes on to say that “together we are providing a solution that will save valuable time and reduce manual errors when initiating Cargo-to-Ship and Ship-to-Cargo matching.”

When discussing the value that SHIPNEXT will deliver to the market, Dan James, VP of Product at SEDNA said “the digitization of shipping is the result of efforts made by companies like SHIPNEXT who are using machine learning and AI to streamline a cluttered business process.” Mr. James goes on to say that “SEDNA values partners who can bring innovation to our platform and accelerates the performance of our clients.”

When asked about the value of the partnership, Jean-Guy Faubert, CRO of SEDNA, said that “together we are modernizing a legacy software system long neglected but too important to abandon as enterprise organizations manage an increasing amount of laborious workarounds. As Mr. Faubert explains, the value of time that can be saved can be significant: “Time is a highly valuable commodity and there are thousands of hours - worth millions of dollars - being wasted on tasks that software systems like SEDNA can eliminate by integrating with SHIPNEXT.”

The future as Mr Varvarenko envisions is “an integrated and decentralized blockchain solution across the entire supply chain and all sectors of transportation to create one ecosystem. These results will not only make a positive impact on an organizations but the environment as well.”

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About SEDNA

SEDNA (www.sedna.com) is a collaborative team email solution built around business transactions for complex enterprises. We deliver a mission critical cloud application that allows entire organisations to save time by working better together. We are tackling one of the biggest challenges in business today - integrating context and collaboration directly into the communication experience. SEDNA is a proven solution that has already powered over 100 million email conversations and is used by some of the leading names in shipping, including Ardmore, Glencore, NORDEN and Seaspan.

About SHIPNEXT

SHIPNEXT (<https://shipnext.com>) is a digital, automated, shipping Marketplace and a blockchain based ecosystem. It not only allows an instant matching of Cargo with Ship/Transport mode, but allows for freight-auctioning, Contract management (including Smart-contracts), freight exchange, and eventually tracking. ShipNEXT now welcomes other block-chain systems to join SHIPNEXT in building an ecosystem that would include trucking companies, ware-house logistics providers, ports, suppliers of fuel and spare-parts, and regulatory bodies to create a global blockchain aiming at an automated, transparent, cost-efficient delivery of cargo (goods, dry- and wet-bulk commodities) worldwide..