



BABELBRIDGE

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INFORMATION SHEET

What is BabelBridge?

BabelBridge automates the forwarding Instruction (FI) documents that can take up so much of your valuable business time and money.

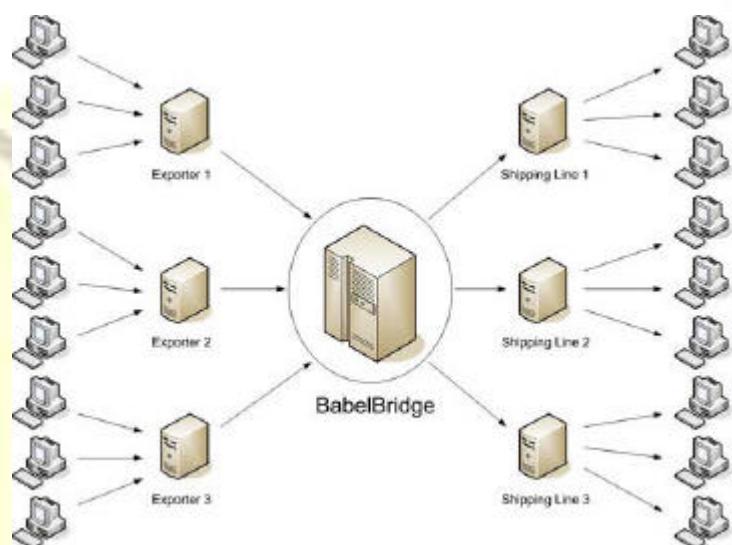
BabelBridge was conceived after exporting customers complained that there was no standard interface with all the shipping lines. Frustrated by the lack of progress, Bryn Systems designed BabelBridge to fill the gap. Now there is a single portal to deal with **all** shipping lines. BabelBridge is the only product that can automate the FIs from exporters to **all** shipping lines, therefore improving efficiency and reducing the time associated with information errors.

As an exporter you only need BabelBridge. One transaction to all shipping lines.

It is estimated that the majority of errors in business documentation occur at the data entry stage. These errors increase exponentially each time the information is re-processed. Handwritten documents can be hard to read and facsimile copies are frequently poor quality or illegible. Data entry personnel are required to make assumptions about information and that can lead to incorrect data throughout the supply chain. This can be costly to fix! BabelBridge eliminates these risks by automating the process, removing the data errors and saving time in document processing.

How does it work?

The BabelBridge portal is situated between exporters & shipping lines and acts as the translator of documents. In the diagram, the documents leave the exporters system in their original format, enter BabelBridge for translation, and are then delivered to the shipping line. All integrated with little or no intervention from the users.



Forwarding Instruction flow with BabelBridge



Benefits

- Electronic connection to **all** shipping lines
- Paperless Forwarding Instruction system
- Automation eliminates errors in data entry
- Reduced data entry processing time
- Faster flow of information
- Affordable e-business technology

How do I get connected?

To enable exporters to take advantage of this solution, BabelBridge provides a number of mechanisms for connection.

- **Integration with Export Documentation Systems** - If you have a software vendor's Export Documentation System, then you may already be set-up for electronic Forwarding Instructions. Please visit our website (www.babelbridge.com) to view our partners, or contact us on 03 9370 2414.
- **Direct integration**- Some of our larger firms have chosen to integrate their system directly with BabelBridge for a completely streamlined process to all shipping lines. If your in-house system produces electronic messages, then you may be able to connect directly with Babelbridge. Please contact Bryn Systems to discuss your requirements.
- **BabelPilot** - BabelPilot is a stand-alone Windows based application for Forwarding Instructions (FIs). The BabelPilot software replaces word and excel type templates by sending the FIs electronically. Designed for small exporters, BabelPilot is an economic alternative to large documentation systems. The application is simple to use and guides you step-by-step through the document process. The BabelPilot program has its own database warehouse for storing your FIs as well as a template facility. View BabelPilot at www.babelbridge.com

It is a simple process to get started, and you should see savings in time and costs immediately. Once connected to BabelBridge, there are no ongoing costs associated with the use of the system and the team at Bryn Systems provides full support.

For a registration form or further information please visit our website at www.babelbridge.com or call us on 03 9370 2414.

BabelBridge is one of a range of products designed by Bryn Systems that increases the efficiency of Business to Business interactions. For further information contact Bryn Systems on 03 9370 2414