

# Key Trade Documents and Data Elements on the Frontlines

**Tracking the digitalisation of trade  
through 22 case studies**





# Sucafina

# Transforming the coffee trade with digital solutions

## The opportunity

### Addressing inherent inefficiencies in traditional shipping processes

Sucafina faced several challenges in its traditional shipping processes. The manual submission of booking and shipping instructions to multiple shipping line websites was time-consuming and prone to errors. Team members had to manually update system details, requiring more administrative staff and diverting focus from more productive tasks. Frequent email exchanges for updates between shippers, Sucafina, and clients led to inefficiencies and potential errors. Additionally, the lack of visibility into the status of shipping instructions and bookings resulted in multiple communication loops, a situation that is unsustainable especially during peak seasons.

## The solution

### Digitalising all shipping-related communications and documentation in one place

Sucafina partnered with Cargoo to digitalise and centralise its shipping processes. Cargoo became the centralised platform for submitting bookings, VGM (verified gross mass), SIs (shipping instructions), and Bill of Lading (BL) instructions. A link between Cargoo and Sucafina's planning system ensured automatic updates, eliminating the need for manual data entry. Furthermore, shippers, clients, and forwarders were encouraged to join Cargoo, reducing email exchanges and enhancing collaboration through a single platform. This seamless integration enabled the electronic creation and transfer of shipping instructions and allowed shippers to send booking requests with minimal manual input through Application Programming Interfaces (API).

## The impact

### A driver for optimisation and single source of truth for all stakeholders

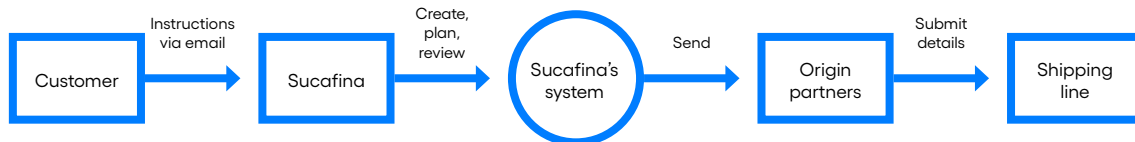
The solution resulted in significant benefits for not only Sucafina but also its shippers, clients, and forwarders:

- **Efficiency gains:** The time to update booking information was reduced from five minutes manually to instant updates via Cargoo. SI submissions now take only four minutes instead of 10 minutes per submission, resulting in a 60% time reduction for multiple submissions. Email updates to clients were reduced by 50%, from eight emails per month to four.
- **Accuracy and trust:** Automated draft BL issuance reduced errors, as cargo booking and labeling instructions are submitted directly through Cargoo. All updates are tracked on Cargoo, providing a single source of truth for all stakeholders.

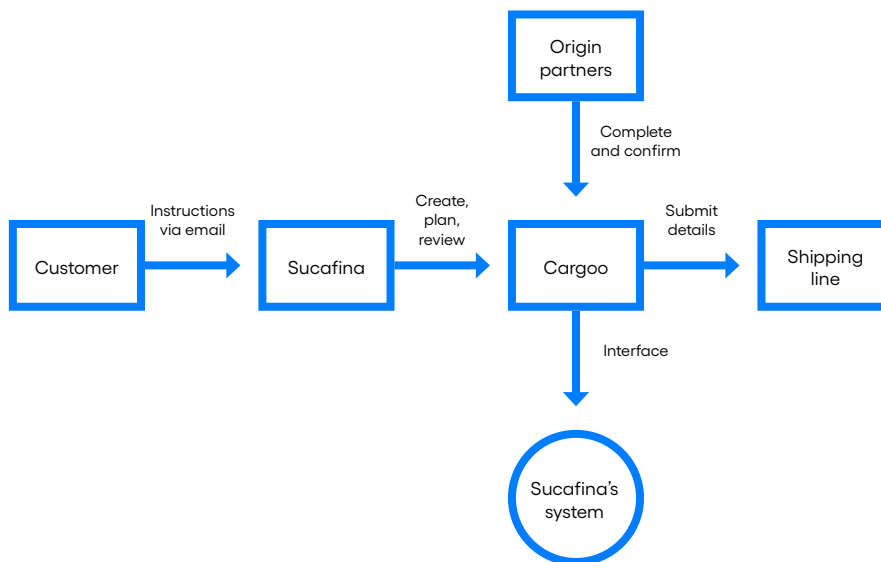
- **Resource optimisation:** Employees can now focus on value-adding tasks, such as skill development and meticulous planning, rather than administrative updates. Over 70% of Sucafina’s shipping volume is now automated, covering planning information from shipper’s letter of instruction to booking requests and track and trace events.

**Figure 1: Shipping process before and after adopting digital solutions**

Without Cargo



With Cargo



Source: Sucafina, 2024

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*“The use of standardised data elements across the board has led to a leaner approach to shipping by reducing email exchange, cutting down processing time for shipments, and allowing employees to focus on continuous improvement rather than administrative tasks. This has enabled us to create a more efficient and trustworthy shipping process, benefitting all stakeholders involved.”*

**Raphaelle Hemmerlin, Chief Transformation Officer, Sucafina SA**

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*“As a long-term solution partner, we appreciate the opportunity to support Sucafina in digitising their supplier facing workflows and ocean container transportation processes. We are pleased that within a short time Sucafina reported 50% to 60% efficiency gains, improved data accuracy and improved oversight of their processes. With the majority of Sucafina’s shipping volume now automated, we look forward to further collaboration to optimise their supply chain.”*

**Thomas Kofler, Chief Commercial Officer, Cargo**

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