



Simplified Trade System (STS)

Consultation Paper response template

General

- Tell us about your business, sector, product or service and location/s.

Tquila ANZ are an award winning, pure-play multi-cloud Salesforce Platinum Consulting Partner committed to building awesome industry solutions on the Salesforce & MuleSoft Integration platform.

We are an Australian Systems Integrator and a Salesforce & Mulesoft Platinum Partner, with expertise sourced from long-standing Salesforce and IT Professional Services circles.

We cover the full spectrum of Salesforce cloud services available within the ecosystem.

We provide specialised integration services covering MuleSoft, Dell Boomi and Jitterbit as well as Robotic Process Automation (RPA) from UiPath.

Tquila ANZ also have expertise in several third-party complimentary Salesforce products such as DocuSign and Conga for document lifecycle management.

We have helped many government agencies and other entities be more responsive in this dynamic industry environment with advice, agile methods and highly capable, future-proof platforms.

The case study of our solution provided to Australia Container and Freight Services (ACFS) how Tquila ANZ can assist in providing a Simplified Trade System.

Australia Container and Freight Services (ACFS) operates in all Australian Ports and is responsible for the logistics of getting Containers from Ports to their final customer destination.

Tquila ANZ created a new digital customer experience for ACFS leveraging Salesforce and MuleSoft technologies with

integrations to internal backend systems and 3rd parties such as customers, industry data suppliers to provide up to date Vessel, Container and Customs information for real time business decision making and planning.

The development lifecycle included inception, prototypes, design, build, implementation, testing and supporting onboarding and go live of customers.

The objective of undertaking the Digital Transformation path has been:

- 1. Integrate with customers – creates stickiness allowing ACFS to become an integral part of their supply chain*
- 2. Make it easier to do business with ACFS – provide end to end visibility and ease of access makes ACFS their preferred carrier*
- 3. Differentiation in market place – develop and all-in solution that enables ACFS to differentiate their service offering compared to competitors*
- 4. Automation – automate day to day medial tasks such as data entry, following up customers allowing Customer Service to focus on value add areas for customers*
- 5. Data is king– provide tools internally to manage the business better with live data and analytics*

The Digital Transformation Process has 4 major components:

- 1. Develop a Digital Twin – database to store all relevant fields and data associated with all activities undertaken to service a customer and manage internal workflows*
- 2. Develop a Workflow Engine – thinking tool based on logic to automate processes / tasks undertaken taken by humans*
- 3. Integrate various systems with the Workflow Engine – internal, external incl. customers*
- 4. Digital Platform – Customer Portal and Internal Screens – allows differentiating of service offering and improved digital customer experience and improved visibility for operations*

Tquila ANZ used the Mulesoft Platform to integrate global data from multiple systems to provide a single, real-time point of data truth on where a Container is and detailed granular information on the status of it, where it is in the delivery lifecycle, issues to resolve and expected delivery dates. This is a first for the handling of incoming freight information into Australia and highly complex given the operational span of the data from a number of legacy systems that include Real-time GPS tracking, Global Shipping, Truck Fleet and

Security and Customs. In addition the majority of Australia's major retailers are now connected into this Mulesoft platform to enable them to have end to end visibility of their Supply Chain.

Salesforce was used to expose this information to customers on an operational dashboard giving them a real-time cockpit for all their expected freight that they can use to inform their own end customers and self-serve to provide information needed to resolve issues before they arise. Service Cloud was used to modernise the Service experience to automatically generate cases where issues or delays were identified in the data supply chain and route to customers and the best possible Service Rep in ACFS. Platform has been used to generate core milestones and events to be able to unify the tracking of Containers and generate a customer notification and alerting journey.

The use of Mulesoft and Salesforce has made ACFS the most innovative technology company in the logistics space in which it operates. This has enabled a significant cost saving in the handling of Container related issues, but also (and more importantly) allowed ACFS to grow revenue by having a technology and data edge in a highly commoditised and competitive market.

- What is your role in the end-to-end trade environment (importer, exporter, customs broker etc)?
- What are the major pain points for your business to get your product to, from and across the border?
- Where and how do you believe the cross-border trade system can be simplified?
- What changes in the trade process have you incorporated or seen as result of the COVID-19 pandemic that would be beneficial to continue?
- What have you seen in other countries' current trade processes that you think could be implemented in Australia?

1. Reviewing red tape

- Which government processes or regulations could be improved (made simpler, more integrated or less duplicative)?

- Which government requirements take the most time to meet and what impact does that have on your business?
- If available, please provide data on the time taken to complete these processes/regulations, and/or the costs to your business.

2. Digital transformation

- What tools/systems are you using to move goods across (Australia's?) borders? Do you use the systems of brokers or other third-party service providers to facilitate trade activity? If you use brokers or other third-party services, why?
- Which part/s of your trade processes are still using paper and/or scanned documents and attachments to emails?
- How old is your current technology? What is your future technology roadmap, and what is the timeframe?
- What technology changes have you incorporated or seen as a result of the COVID-19 pandemic that you would like to continue?
- What changes would you like to see to government systems and what impact could this have on your business?
- What aspects of a 'tell us once' digital service would have the biggest impact on your business and why?

3. Data

- How can the government make information requirements clearer or less duplicative?
- How could government better support use of common trade-related data standards within the trade sector?
- Do you have examples of where your business has experienced increased administrative complexity, cost or delays because government systems do not 'talk' to or share data with each other?
- What opportunities are there for any of your data holdings to be used in other ways to improve cross-border trade?

4. Federal, state and territory governments

- What is currently working well in interactions across government jurisdictions that could be expanded or replicated?
- Which information required by federal, state or territory government is difficult or costly to obtain?
- Which processes or information requests are duplicated by federal, state or territory authorities and how does this impact your business?

5. Measuring performance

- Where have you seen data used effectively across the trade environment to measure success?
- What data sources does your business use to measure and track its performance?
- Can you provide examples of metrics measuring cross-border trade?

6. Innovation in the future trade system

- What innovations does your business use, or plan to use, to improve the way you trade?
- What innovations have you used or seen elsewhere – including those introduced in response to the COVID-19 pandemic - that would be valuable to continue?
- What barriers prevent you from incorporating innovation or emerging technology?