



HMM Digitalization Journey

HMM Digitalization

As the era of digital transformation is in full swing, 'digitalization' is emerging as a hot topic in the shipping industry as well. In particular, the paperless environment using blockchain technology foreshadows dramatic changes in the future. HMM is advancing in line with the trend of the times.

We are promoting the 100% introduction of Electronic Bill of Lading (eBL) by 2030, led by the Digital Container Shipping Association (DCSA), and are participating in creating a global standard in cooperation with the global shipping industry.

In addition, we are willing to cooperate with domestic and foreign customers as well as partners and competitors to provide more effective shipping services through the use of new technologies such as artificial intelligence and big data.



Hi-Quote



HMM eBL



e-Operation



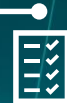
API/EDI

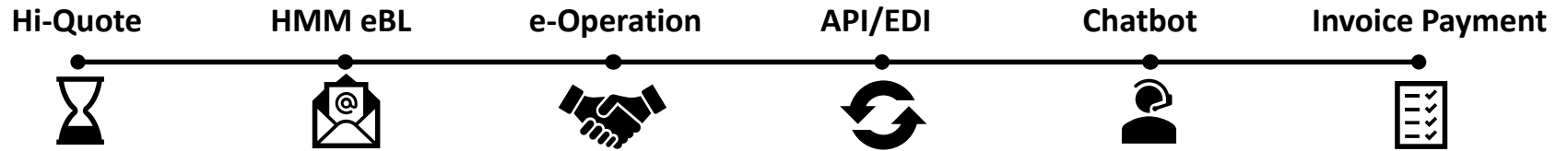


Chatbot

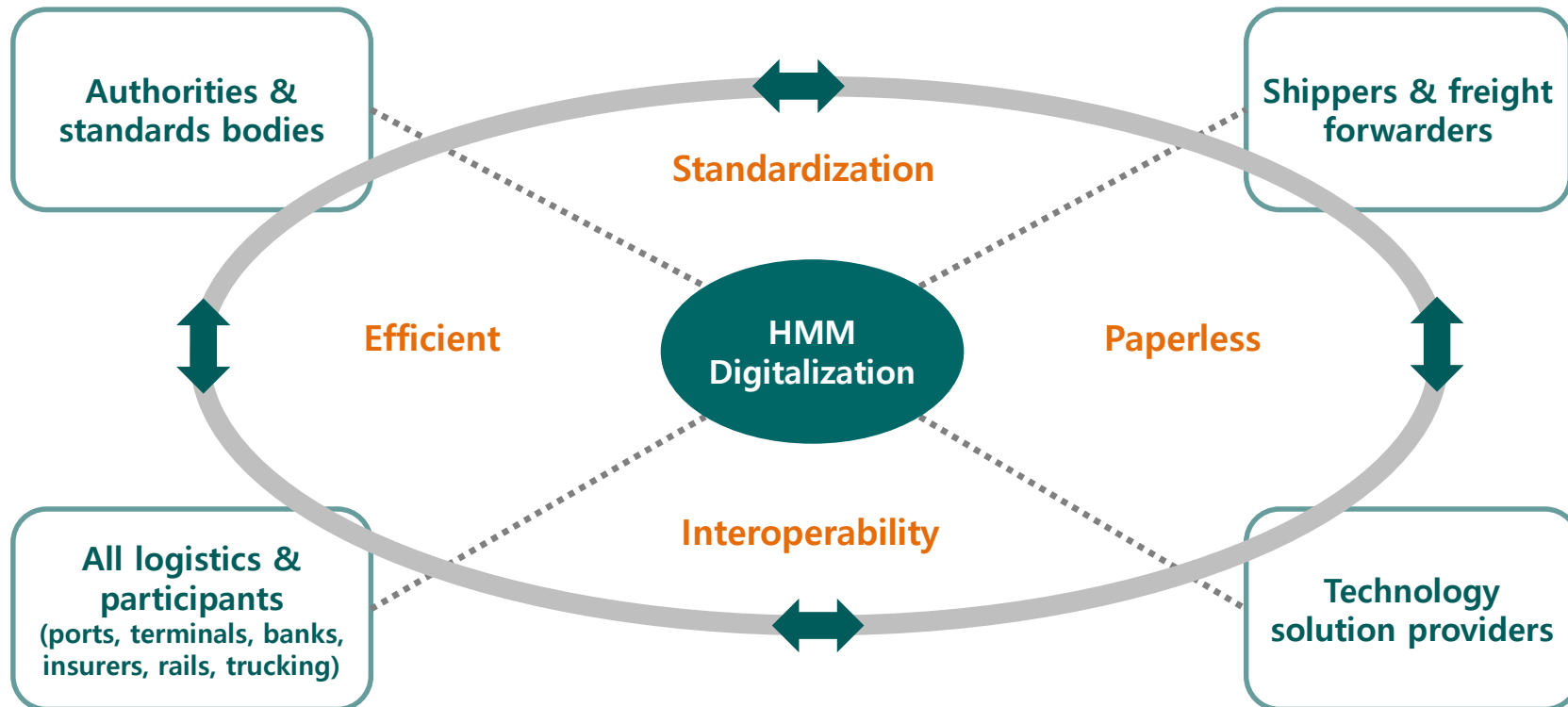


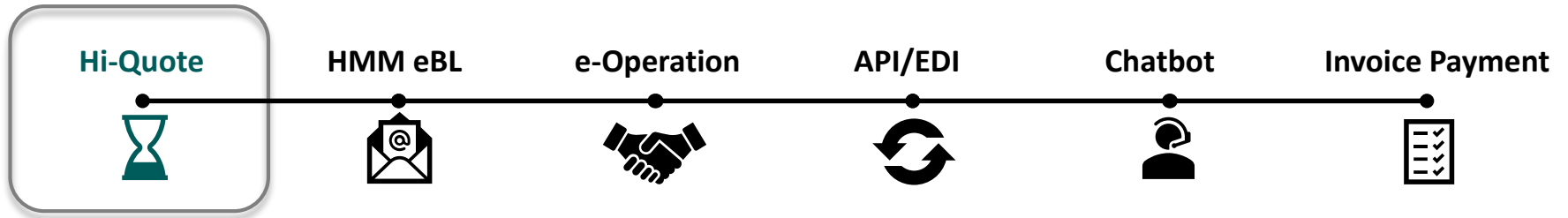
Invoice Payment



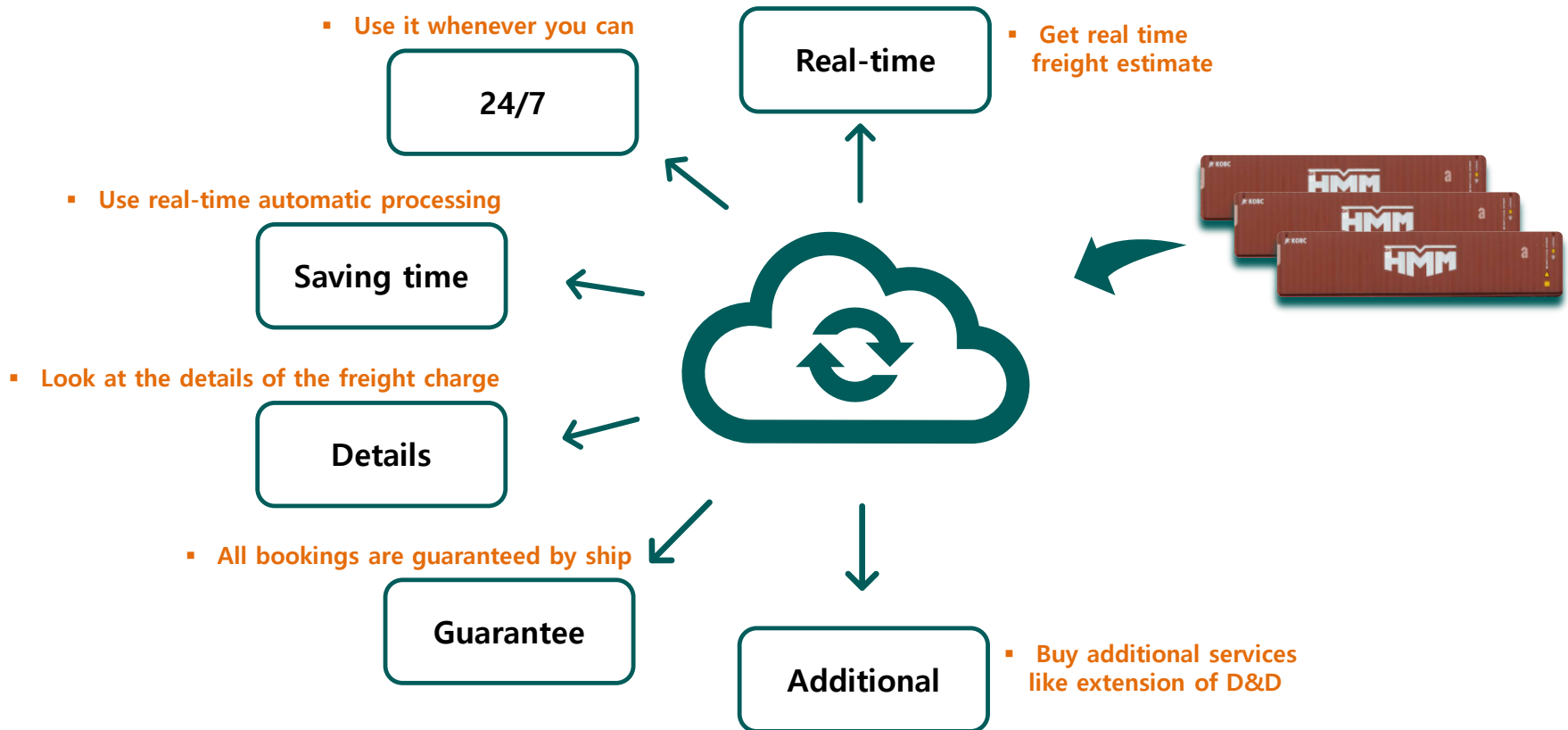


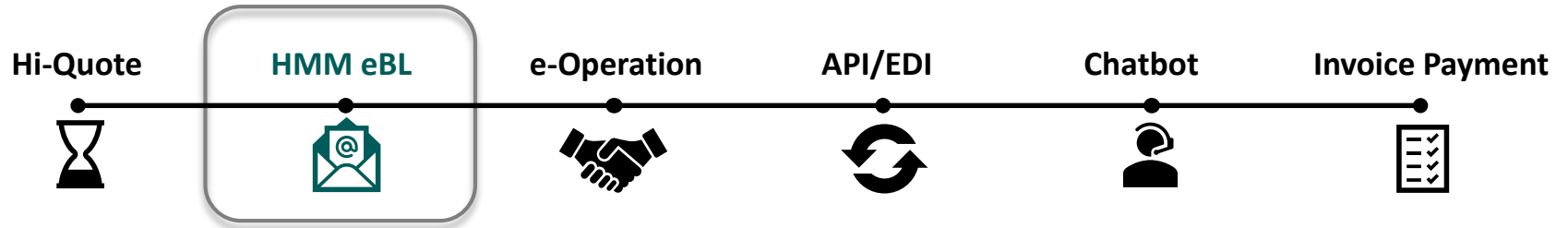
HMM uses digital technology to communicate not only with customers but also with various partners. This helps protect the environment and save money by reducing the use of paper and improving work



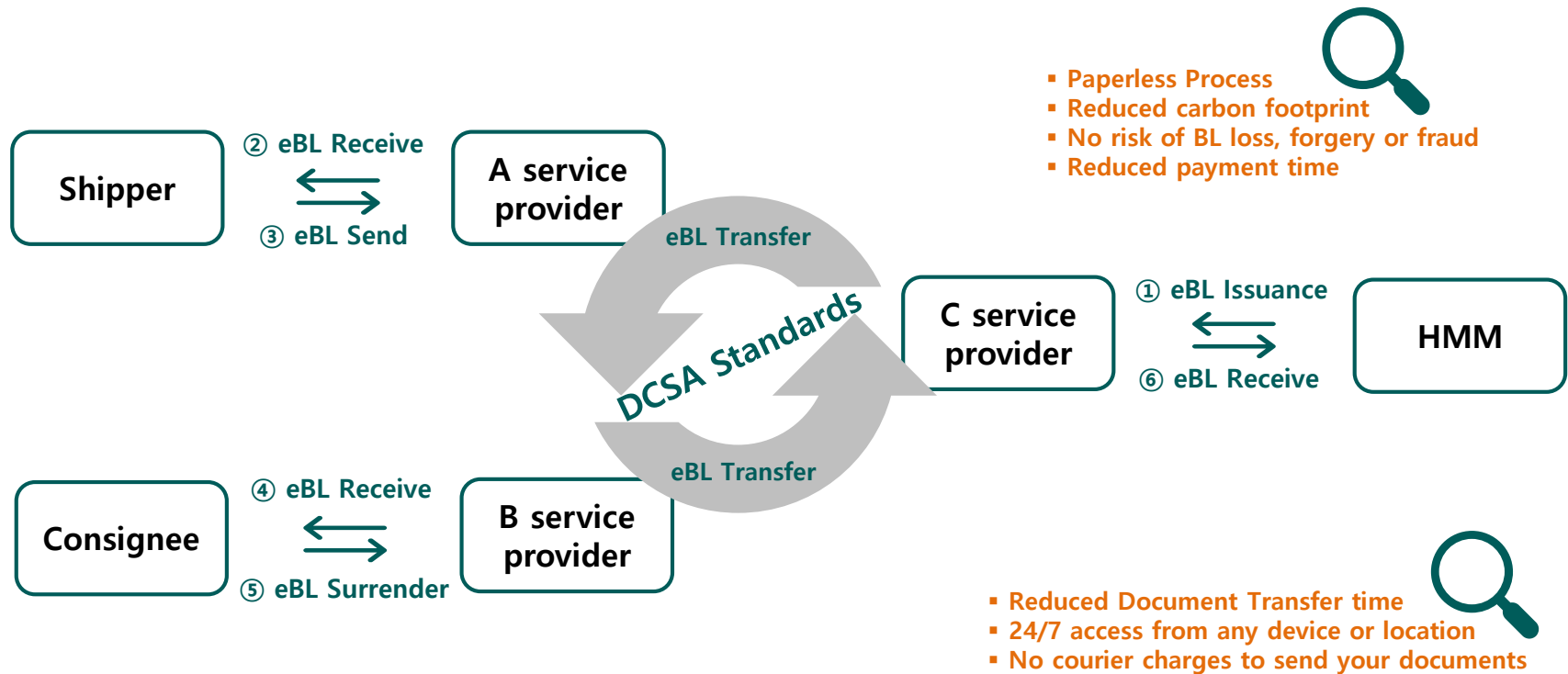


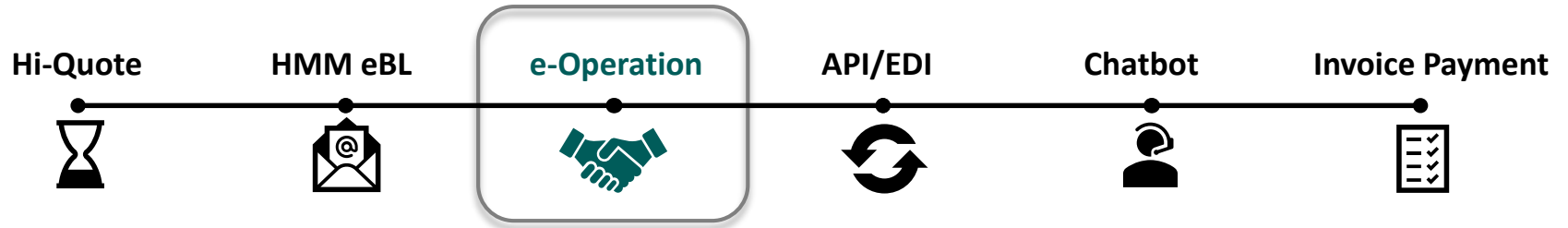
Hi Quote (HMM Instant Quote) is the nation's first online shipping booking platform. It is available online in real time, from calculating freight estimates to confirming reservations to securing ships.



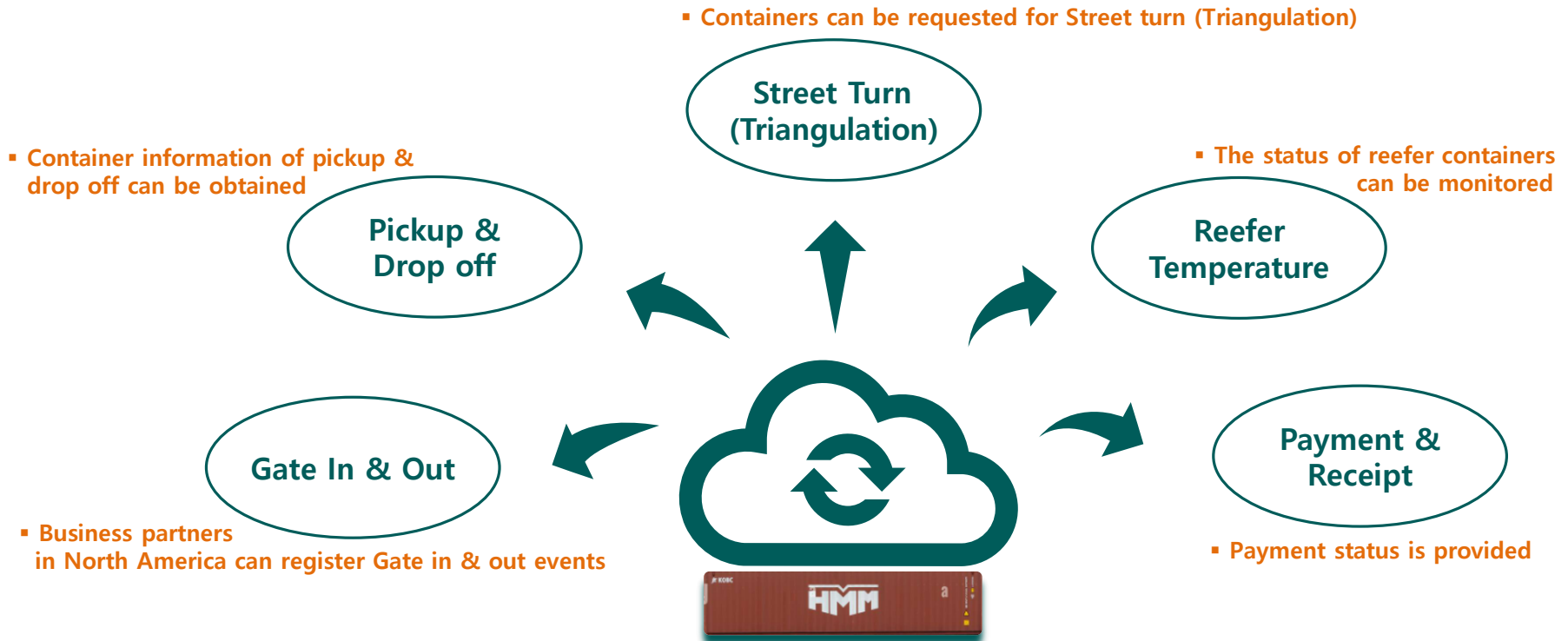


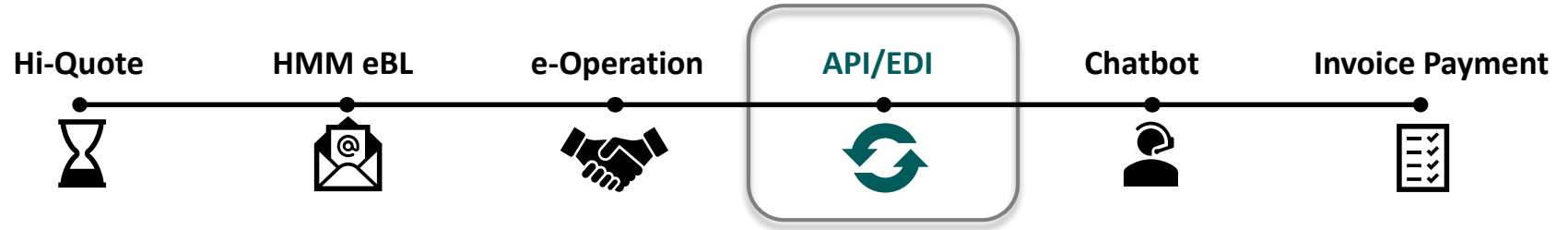
HMM is collaborating with leading eB/L service providers and is making various efforts with the goal of "100% eB/L by 2030" of the Digital Container Shipping Association (DCSA). Notice and support the interoperability that eB/L can be used even if carriers and shippers use different companies





HMM provides various convenience functions on its website to increase work efficiency with its partners. In the past, tasks such as checking upper and lower charges, requesting Drop off, requesting Street Turn/Triangulation, and confirmation of return location of dummy containers were handled by phone or e-mail in the past, but now they can be easily processed on the website



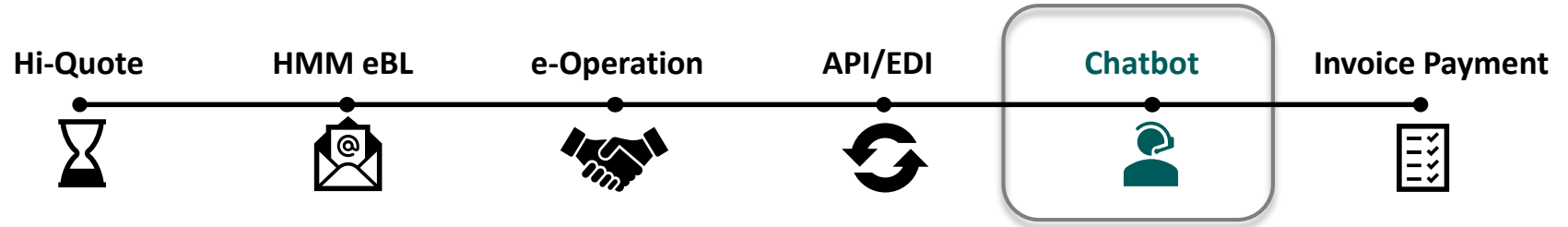


HMM and EDI link facilitates reservations and shipments, and integrated data management, making it easy to send and receive large amounts of data. HMM EDI operates a secure support communication channel to help customers safely exchange data. API, which has been in the spotlight relatively recently compared to EDI, has the advantage of being able to obtain in real time when necessary information is available, so its use continues to expand. HMM is also expanding its API use based on the DCSA standard

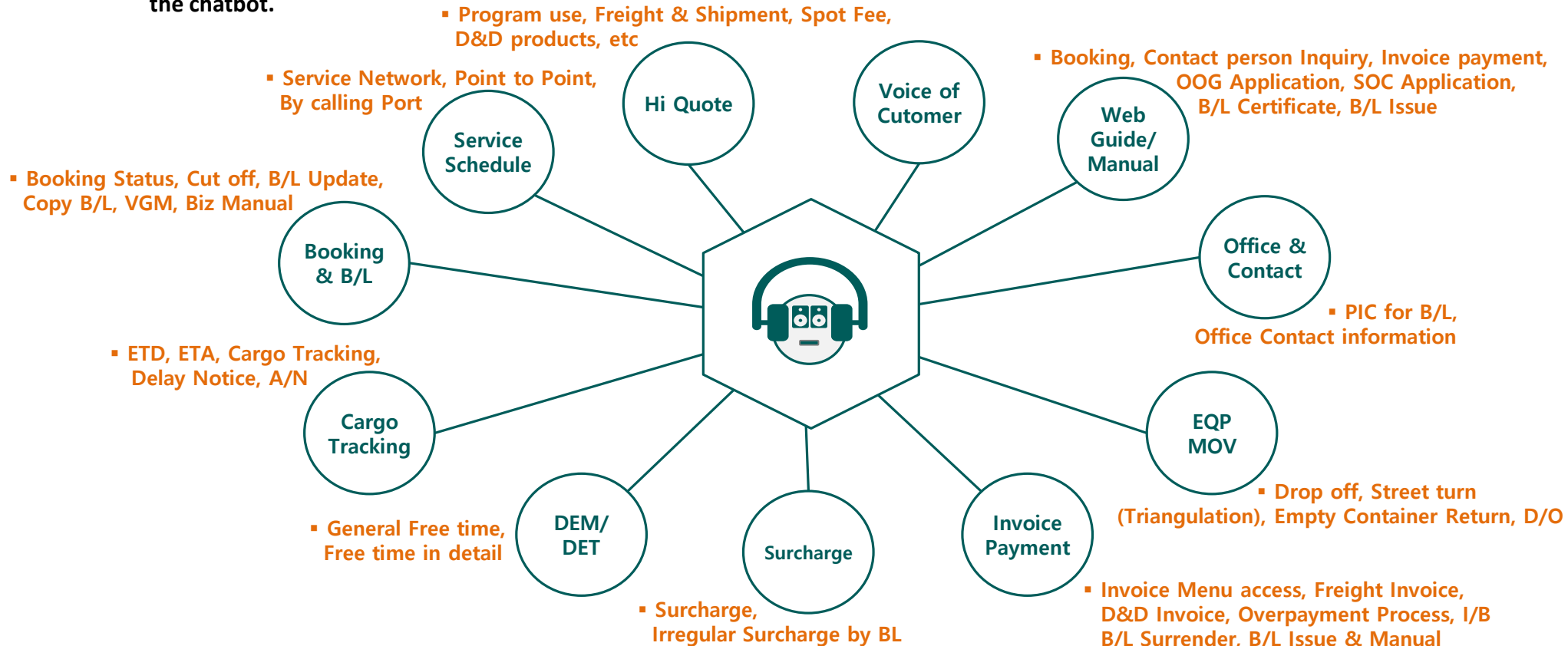


- Feedback is based on real-time
- Human error is reduced, e.g. typo, misunderstanding
- Data is used repeatedly if the same data is needed
- Data is supported 24/7 whenever it's necessary
- Invalid data is filtered during API processing

MESSAGE DESCRIPTION		Booking Requests	Booking Confirmation	Shipping Instruction	Bill of Lading	Cargo Status	Schedule	Verified Gross Mass	Functional Acknowledge	Application Acknowledge
MESSAGE TYPES	API	DCSA Planned	DCSA Planned	DCSA Planned	DCSA Planned	Track & Trace (DCSA)	HMM Schedules			
	ANSI	300	301	304	310	315	323	-	997	997
	EDIFACT	IFTMBF	IFTMBC	IFTMIN	IFTMCS	IFTSTA	IFTSAI	VERMAS	CONTRL	APERAK



HMM has introduced a chatbot service based on business know-how to respond quickly to customers' inquiries. Accordingly, you can check the ship schedule and cargo tracking information as well as the booking and bill of lading (B/L) inquiry through the chatbot.



Hi-Quote



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e-Operation



API/EDI



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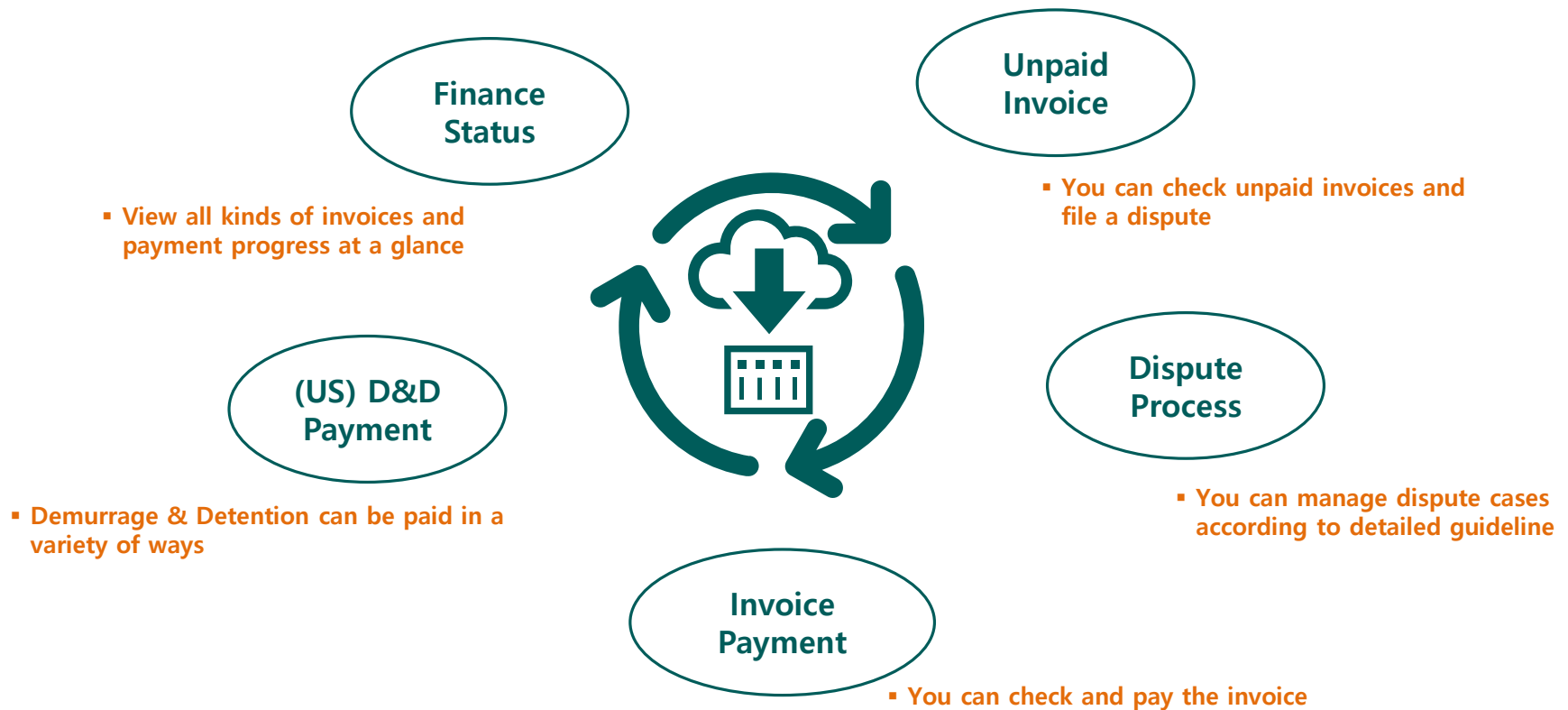


From invoice inquiry to online payment, it is easy and easy to use on the HMM homepage.

First, you can check the freight and other information by checking the invoice directly.

If you have any questions, you can also register on that screen. Second, you can easily pay by registering online payment slip.

You can view payment status and invoice-related progress at a glance on the Finance Dashboard.





Inviting you to join us in the digital world