

Spotlight on Victoria

Think Melbourne, Australia for ICT

Case Study: Pangaea Software

Company Profile

Pangaea Software is a company responsible for the development of 'Pangaea', an innovative tracking and communication software system designed specifically for use by the international freight forwarding community. It aimed to create a seamless communication stream between all parties in the freight process, regardless of where they were located. Pangaea has now established itself as the world's most sophisticated freight communications system, with thousands of users in more than 100 countries.

Company History

Pangaea Software was founded in October 2003 by Managing Director Maryann Farrugia, who has more than eight years experience in the freight forwarding industry and eight years experience in IT. The software 'Pangaea' was developed by a team of designers, programmers and project managers that has worked in, and understands, the freight forwarding business. The Pangaea program was initially released in the Australian market in July 2004 and launched globally in April 2005. Pangaea Software employs 15 staff at its head office in Tullamarine, Melbourne and is considering expanding its operations to include a branch in Los Angeles, USA. The original meaning of the word Pangaea is 'one world' and this theme has been extended to the company's motto: 'One World – One System – One Solution.'

Major Projects and Customers

- MAP Cargo in the UK and USA
- DGX – Australia
- Dart Express (West Asia Region).

Turning Point

'The turning point was when we integrated with more than 161 shipping lines and 90 per cent of the world's airlines in April 2005. Our expectations of Pangaea have exceeded our short-term goals. It has been more than an overwhelming response, and with countries such as China, the USA and the UK using the application it gives us confidence that our world-class software addresses the needs of forwarders globally.' - Maryann Farrugia, Managing Director, Pangaea.



Project Focus: Pangaea

For the past five years, Pangaea Software has been developing the most sophisticated applications for the freight forwarding industry. It set out to produce a package that would streamline the way business was done and create a package that would link all freight forwarding partners, no matter where in the world they were. The result was Pangaea.

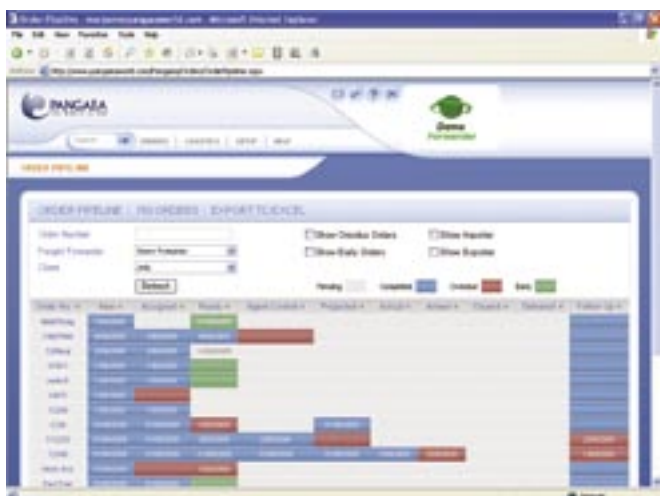
Methodology

A team of designers, programmers and project managers gathered from the freight forwarding industry closely followed the concept of SDLC (System Development Life Cycle) to ensure that quality assurance and industry demand was going to be met. Updates and features of the software (free of charge with subscription) are released quarterly to keep abreast of industry demands.

The latest Microsoft technologies were selected as development tools to maximise a competitive enterprise solution environment. The system was built from the ground up to be a scalable, high performance and heavily connected platform. Pangaea is powered by Microsoft's .NET technologies and SQL server 2000 database, making it the most advanced supply-chain collaboration tool available to date.

Nuts and Bolts

Pangaea took five years to develop from conception to roll out, as Managing Director Maryann Farrugia explains: 'Living with Pangaea has been both exhilarating and frustrating. Exhilarating because we have always known the impact that Pangaea would have, but frustrating because developing such a tool takes time.' The project cost \$2 million.



Outcomes and Benefits

Pangaea delivers:

- the ability to compete against the multinational freight forwarders
- the ability to track freight 24/7 in an easy, user-friendly manner
- smoother communication lines with importers, exporters, agents and custom brokers
- less cost to manage shipments
- the ability to redeploy resources to other parts of your business.

Customer Feedback

'RIF Worldwide is an award-winning company driven by delivering excellence. While our industry is booming, advances in IT and communication are keeping us on our toes. Until we started using Pangaea, we were unable to compete with blue chip companies that were locked into large multinational freight forwarders powered by PO management systems. Pangaea is not just affordable, it is very effective. It has been designed by freight forwarders for freight forwarders, with an emphasis on the customer. Pangaea has given us the scope to tender for business that would otherwise have been beyond our reach. It has become a vital part of our business. Once you've seen what Pangaea can do, it's clear what the future of freight forwarding and shipping industries will look like.' Paul Holliday, RIF Worldwide Ltd.

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For further information about ICT in Victoria visit:
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