



## PACIFIC INTERNATIONAL LINES (PIL)'s goal to be a digital front-runner leads to adoption of ERP solution

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PIL is a shipping company headquartered in Singapore. Their mission is to be a leader in the maritime industry by providing high quality and reliable shipping and related services. The company has been a BASSnet™ user since 2010, and uses multiple core modules in the BASSnet™ suite, namely Procurement, Maintenance, HR Manager (Crewing and Payroll), SAFIR (Safety and Improvement Reporting), Operations and Document Manager.

Choosing BASSnet™ was a strategic decision to ensure PIL's IT/digital strategy was aligned with their goal to be a leader in the maritime industry as a digital front-runner. This included a key focus on digitizing core operations, support functions and new businesses, by systematic prioritization and cross-functional organizational alignment on business goals.



“BASSnet™ provided a single integrated system, a good platform to align our business users onto a common system across our large fleet of vessels.”

- Leslie Yee, General Manager Of ISD, PIL

### CHALLENGES

- Previously, PIL used multiple disparate systems which meant there was no centralised control for the company's growing fleet of multiple vessels.
- Multiple systems resulted in ad-hoc processes and poor data and transaction visibility.
- Slow and error-prone manual, email and paper-based processes needed an overhaul.
- The company needed to digitise core operations and processes pursuant to their IT strategy, aligned with their mission to become a digital front runner in the shipping industry.
- PIL continuously monitors value driven digital initiatives performance, circling with agile development, collaborative DecSecOps process and fast prototyping. For fleet management, they were looking to provide deep enablement and an intuitive system for their shore/vessel users, with highly efficient, automated and collaborative processes.

## SOLUTIONS

- PIL initially replaced their existing purchasing system with BASSnet™ Procurement to manage and control the purchasing flow for the entire fleet.
- Strengths in the procurement workflow and audit trail led to high user confidence. PIL then added more core modules from the BASSnet™ suite for office use and across their fleet of 138 vessels, namely: Maintenance, HR Manager (Crewing and Payroll), SAFIR (Safety and Improvement Reporting), Operations and Document Manager.
- Over time, BASS's offerings have formed a comprehensive fleet management system for PIL that is a complete, integrated solution instead of multiple disparate systems.
- BASSnet™ ensured easy data extraction and visualisation for performance monitoring, and to gather insights across multiple modules.
- As a complete solution, BASSnet™ provided end-to-end visibility across all office and vessel processes for greater, centralised control. PIL is now also looking to add on BASS's newly developed apps – Crew Portal, Inspection App, and Inventory App – in addition to using the BASSnet™ Web Portal.

## RESULTS



### CENTRALISED PROCESSES

PIL has now gained centralised control of their fleet management process while digitising their core operations, in line with their company goals.



### IMPROVED PRODUCTIVITY & EFFICIENCY

Due to seamless integrations between the suite's modules, PIL has made productivity and efficiency gains with data entered into individual modules being automatically updated across modules, without the need for double entries or complex system integrations.



### INSIGHTFUL DATA VISUALIZATION

PIL can now easily extract data and create visualizations to monitor performance, gather insights and benefit from automated alerts, instead of relying on manual processes or emails.



## OVERCOMING OBSTACLES

- Implementation has been underpinned by BASS’s efforts to develop a thorough understanding of PIL’s needs.

“We took the time to closely examine the complexities and operational needs of PIL,” notes Per Steinar Upsaker, CEO and Managing Director of BASS. “This helped us to think of the right customisations for PIL to fully optimize utilisation of BASSnet™. With a view to rapid changes in the digital landscape, we are now focusing on further innovations with regards to web services, cloud solutions, business intelligence and automation.”

- Close collaboration between BASS and PIL has been of pivotal importance.

“Switching from manual processes to the successful implementation of BASSnet required a strong change management and IT team. We are glad to be supported by a technically strong and experienced BASS account lead and development team, who are very understanding and responsive to our requirements.” (Leslie Yee, General Manager of ISD, PIL)

## REAPING THE BENEFITS

### CENTRALISED CONTROL

As a single enterprise solution, BASSnet™ gave centralised control to ship owners, managers, and staff.



### INNOVATIVE DIGITAL SOLUTIONS

BASS’s solutions simplified complex workflows and reduced manual workload for time-saving and resource benefits, increasing productivity.



### END-TO-END VISIBILITY

BASSnet™ provided end-to-end visibility which allowed for insightful data gathering for performance monitoring and to improve operational efficiency.



### STRONG SUPPORT SERVICES

24/7 availability of BASS’S Support services ensured quick fixes to support issues, while keeping track of aging incidents and change requests via the organised BASS Support portal.



## CONCLUSION

Over the past 10 years, PIL has grown their fleet and now has 138 vessels. BASS is proud to be a partner throughout this journey. PIL’s office and fleet now use many core BASSnet™ modules and have benefited from the suite’s streamlined processes, integrated features and innovative digital solutions.

“BASSnet™ has improved our business processes and simplified execution of tasks across our fleet. We’re happy with BASS’ supportive approach and are keen to see how the suite continues to grow to suit our needs. Digitalisation is the top trend in shipping, and we’re proud to partner with BASS to be a front runner in adopting these new ways of working.”

- Leslie Yee, General Manager Of ISD, PIL





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