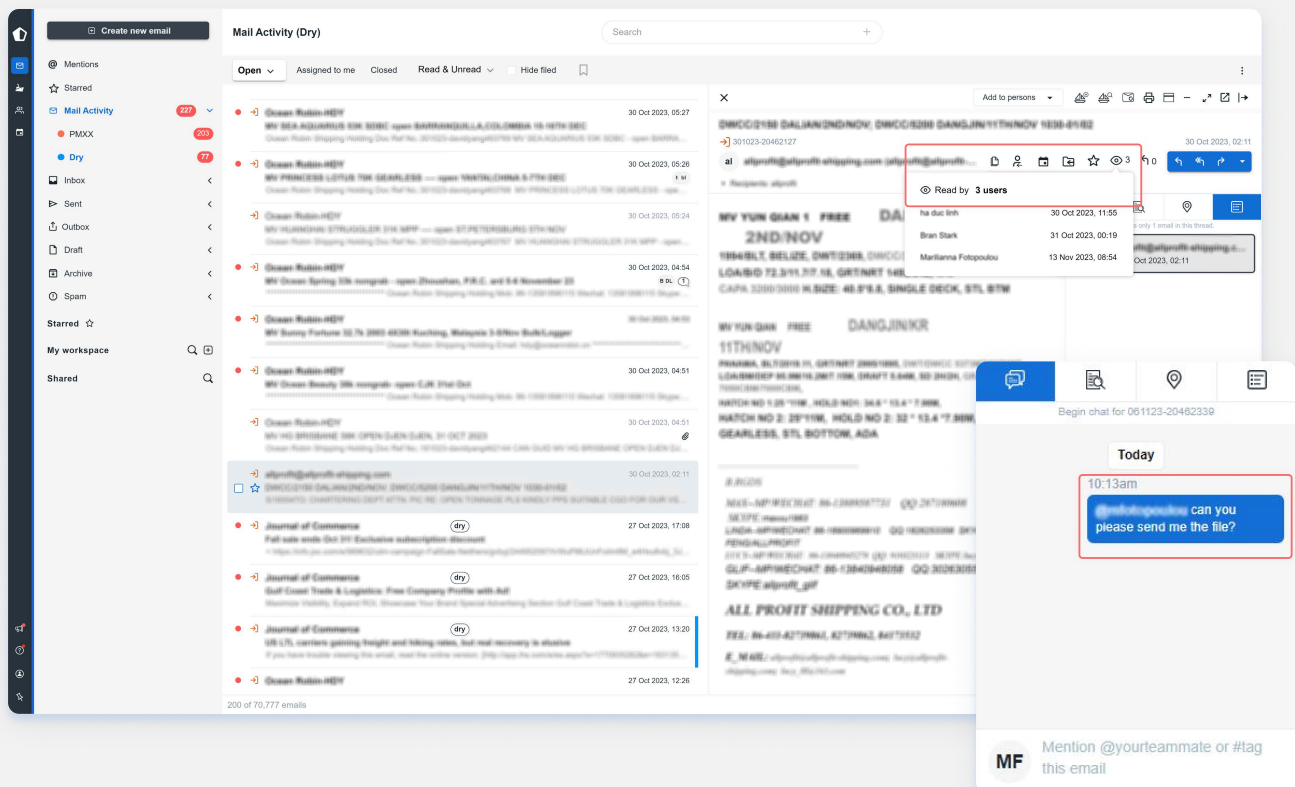


CASE STUDY

How Inbox agile email platform accelerated shipbroking at Braemar



Introduction

Braemar, one of the world's leading firms in the shipping industry, excels in chartering, shipping risk advisory, and investment services. As technology evolves, the need for digital transformation becomes imperative to maintain competitive advantage. This case study explores how Braemar collaborated with Kpler to revolutionise its email workflow, enhancing overall business efficiency and responsiveness with the Inbox platform.

About the company

Since 2001, Braemar has developed extensive expertise in chartering and maritime advisory services, managing a diverse portfolio of vessels. Now a leading force in the maritime industry, the company has forged strong relationships with major shipping and logistics corporations.

Company info

Industry

Shipbroking and maritime services

Company size

400+ employees

Headquarters

London, United Kingdom

Kpler solution

MarineTraffic **Inbox**



The challenge

Braemar's operations heavily depend on email communications, with brokers handling up to a thousand emails daily. The existing systems, based on outdated infrastructure, were not only costly but also inefficient.

"We faced numerous challenges with our previous email system for Shipbroking and Operations. These included difficulty in quickly identifying important emails with inaccurate search results, intermittent delays in inbound messages, slow email filing times with an outdated integration, and inconsistent mobile access," said Mizanur Rahman, Group Director of Digital Transformation and IT at Braemar. These inefficiencies were critical as even a minute's delay could potentially lose a significant deal.

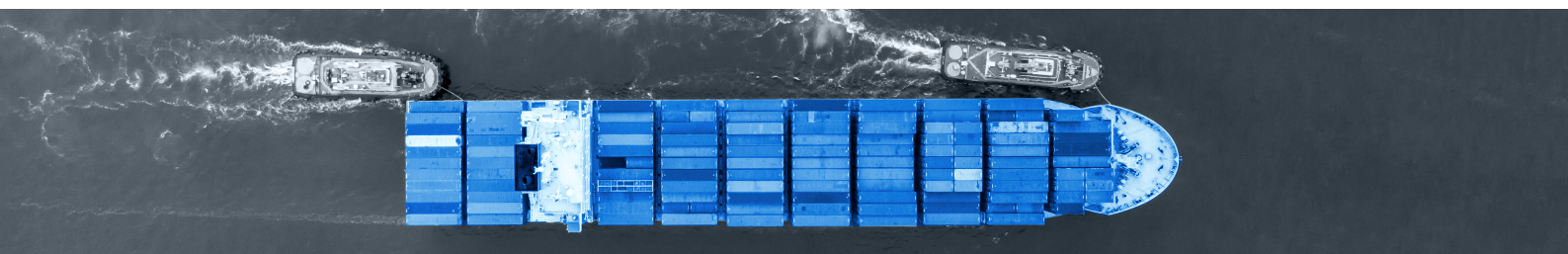
The objectives

The primary goals of adopting Inbox digital solution were:

- To enhance the speed and efficiency of email communications.
- To improve access and responsiveness, enabling seamless operations across devices.
- To reduce infrastructure costs and complexity.

The solution implementation

After evaluating several providers, Braemar chose Kpler for its flexibility and user-friendly interface. Kpler's ability to tailor its platform to fit specific workflows and its commitment to collaboration stood out. Mizanur Rahman explained, **"Kpler successfully implemented over 40 requirements for us within three months, including several complex ones that were crucial to our operation"**. This transition moved Braemar away from its legacy systems to a modern, cloud-based infrastructure.



The deployment

"Kpler understanding how Braemar operates and a strong relationship with their team was essential. Their commitment to us as a customer and the effectiveness of their SaaS platform made them the right fit for our needs," said Mizanur Rahman.

Having worked with many clients of varying sizes on implementation, Kpler quickly adapted to Braemar's deployment process, which involved:

- Detailed planning and phased rollout to ensure minimal disruption.
- Comprehensive training sessions to ensure all users were comfortable with the new system.
- Regular feedback loops to adjust functionalities according to real-time needs.

The results

The impact of the new Kpler platform was significant and immediate:

- Email processing time was drastically reduced, enhancing the ability to close deals more swiftly.
- Infrastructure costs were lowered by moving away from the old solution to a fully managed SaaS solution.
- Enhanced mobile access allowed brokers to handle communications effectively, regardless of location.

Effective collaboration between Braemar's project team and Kpler, resulted in high adoption rates of Inbox. Brokers and operators seamlessly integrated the new system into their workflows in less than a day. **"This project marks a significant milestone in our IT Uplift and Digital Transformation strategy at Braemar, with swift user adoption being a crucial success factor"**, said Mizanur Rahman.



The conclusion

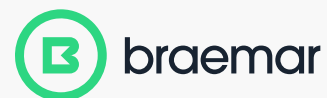
Braemar's partnership with Kpler represents a successful digital transformation that not only solved immediate operational challenges but also laid a foundation for future innovations. Kpler applied the power of adaptive technology to a traditional industry, setting a benchmark for others in the shipping sector.

Over the next five years, Braemar plans to further its digital transformation. Kpler can aid clients like Braemar in expanding digital communication tools and implementing AI to automate routine processes. The ultimate goal is to fully digitise shipping workflows, thereby reducing manual labour and creating a focus on strategic business growth.

"Kpler provides a modern platform that requires minimal training, as it's similar to other email platforms but tailored specifically for the maritime ship brokering industry. Inbox incorporates all the unique nuances required for our work."

Mizanur Rahman

Group Director of Digital Transformation and IT at Braemar



Take the next steps

Inbox email platform bridges the communication gap, ensuring smoother collaboration among stakeholders, team members and customers.

Ready to gain more time in your day? Contact us today to optimise your email workflow and accelerate your deal closures.

Work with the fastest team inbox

[I want to learn more](#)

Join the 100,000+ companies that are improving operations using Kpler products. If you would like to see the MarineTraffic web app in action, **book a free demo** with our sales team.

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