



ZINNOVATE



Press Release

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Zinnovate Joins INTTRA's Partner Network

"Digital transformation offers an attractive promise of increasing productivity and jumping quality levels to new heights," Håkan Nilsson, CEO, Zinnovate.

Stockholm, Sweden, 2018 – Zinnovate International today announced it has joined INTTRA's Partner Network and will offer its IT consulting services to shipping customers who wish to connect with INTTRA, the largest neutral electronic transaction platform, software and information provider at the center of the ocean shipping industry. Zinnovate is an IT and management consultancy that helps global logistics companies achieve value with their IT portfolio.

By joining INTTRA's Partner program, shipping customers can now work directly with Zinnovate, who will act as a third-party EDI consultancy and provide the technology expertise to integrate with INTTRA, whose booking platform enables customers to connect through EDI, API or a web connection. Specifically, Zinnovate will assist smaller customers who may lack the in-house resources and IT skills for EDI projects, but want to benefit from the efficiencies provided by digitalization.

"Realizing the full potential of digital transformation requires the ability to maximize digital sources through effective EDI, said Håkan Nilsson. At Zinnovate, we believe in making the whole more than the sum of the parts through software, intelligent EDI, and global partnerships. The combined skills of Zinnovate and INTTRA will provide customers with the capabilities to make the most of ocean carrier connectivity."

Logistics companies and shippers are increasingly turning to eCommerce and integration with INTTRA to drive efficiencies and cost savings, but not all possess the same level of IT skills to fully embrace digitalization," said Sherrie Orzechowski, Vice President, Strategic Alliances, INTTRA. "We welcome Zinnovate as an alliance partner and are pleased to have them as a resource and an EDI consultancy for customers globally who wish to cross the digital divide."

Zinnovate International www.zinnovate.se is a fast-growing IT and management consultancy company with its roots in empowering global logistics companies to realize the full potential of their IT portfolios.

Zinnovate has recently broadened its geographic footprint to cover all continents and offers a unique network of IT- and management consultants deeply rooted in the global freight forwarding industry.

Zinnovate is acknowledged as the Best Management Consultancy in Global Logistics Industry at the Business Worldwide Global Corporate Excellence awards 2017.



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