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Kontainers accelerate carriers' and forwarders' digital presence

Kontainers' Flagship product "Kontainers Enterprise" now powers own-branded platforms for almost a quarter of the world's top 20 global shipping brands. Most recently this can be seen on ship.maerskline.com which now shows the tagline "Powered by Kontainers"

This expansion in service coverage has come since the launch in Spring 2017, where the Kontainers platform was re-focused to serve as an underlying platform for carriers and shippers needing to go digital, to do it fast and to generate business uptake rapidly.

Kontainers Enterprise enables shipping brands to get their own branded customer facing execution platforms live in just 12 weeks anywhere in the world. This is an unprecedented rapid implementation sequence in an industry where digital projects are usually measured in years.

On September 1st Kontainers will launch a new product "Kontainers Edge" that will make a simplified version of these platforms available to the global shipping markets - carriers and forwarders alike. For the first time every shipping brand can get their own branded digital platform live anywhere in the world in a matter of weeks.

"In an industry that is used to having middlemen, switching to a digital interface between you and your customers may seem like the obvious next step. However, for our customers this is often a step which cause some anxiety as age-old true and tested processes need to change. With the platform approach they maintain control of their brand and their relationship with their customers in an environment which has already proven to accelerate uptake under normal business conditions for main carriers.", says CEO, Graham Parker, "The growth they experience on the platform is a combination of their promotion and pricing principles, supported by a platform that just makes shipping very easy for everyone .We are effectively democratising digital execution capabilities to every shipping brand globally and re-imaging a new genre of freight software " says Parker.

We are thrilled as a young enterprise software company to earn the trust of these large global shipping brands and create a brand new product category. On a product level we have designed everything to be enterprise ready. On an architecture level our product consists of over 70 microservices all orchestrated via our kubernetes cluster, this allows us to provide the complexity that an enterprise requires and is still able to release product changes in rapid speed and in a reliable manner. Kontainers Enterprise has a solid operation track record with 100% uptime and reliability, now we are excited that we can bring this technology to our Edge customers too.", comments Charles Lee, CTO.

Kontainers Edge will begin roll out to select carriers and freight forwarders across the USA and Europe starting in September with Asia and the rest of the world following in Q4 2018.

About Kontainers

Kontainers is an Enterprise Software company based in Newcastle United Kingdom and with offices in Dublin and New York. Kontainers provide customer facing SAAS solutions to shipping lines and freight forwarders globally. Please visit kontainers.com for more info.

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