



intris
WISETECH GLOBAL GROUP

CASE
Triple M





At Intris we feel important and valued

Eight years ago, niche forwarder Triple M called upon Intris to get a better grip of its financial and operational job management. Last year it took its forwarding operations to a higher level, offering a whole series of additional advantages for users and managers.

"But the service that Intris offers us is just as important," says Philippe Marecaux, CEO of Triple M. "For them we're just a small company, but they never let us feel this, which I greatly appreciate. I never have the feeling of being at the back of the queue with them."

Triple M is the logistical muscle behind international events in the world of music, sports and entertainment. The identities of their customers are strictly confidential, but they include world tours by big-name rock stars, famous dance and theatre companies, major sporting events and suchlike.

Never a dull day

While the materials and equipment to be moved are different in every case, the logistical support for such "travelling circuses" does have some common characteristics: the cashflow involved is huge, and the service provider has to be on call 24/7.

"The goods are never the same, and neither are the trade lanes, which from a logistical point of view is very inefficient. Typically we might have a performance in Paris, another the next day in Madrid, the day after that in Strasbourg and then on to Barcelona.

Each production will involve anything from 25 to 50 trucks travelling between the seaport and the venue.

If there is enough time we prefer to go by ship, but time is the crucial factor in our business. Recently we supported a big event in Saudi Arabia for which we hired three Boeing 747s, because the equipment was all hired and a long trip by sea would have cost more than chartering three aircraft."

Cross-border challenges around the world

Triple M began as a small circle of friends (the "three Ms") that took care of rock n' roll logistics for fun, more or less as a hobby. Now the company has ten full-time employees and still works for the music scene but also for international sporting events, luxury product launches, Belgian performing arts, circus tours and cross-border television productions. Triple M is also the overseas agent for equivalent companies in other continents.

"We work all over the world, so there's always a customer awake somewhere to call us if there's a problem and ask us to fix it. Not so much for the transport, which is taken care of locally, but more for cross-border challenges and dealing with national legislation – these are our strengths. In fact we are the only ones in Belgium with this capability."

Speed is essential

At Triple M everything has to go very fast. A phone call at 3 a.m. asking for 1000 straps to be sent somewhere now? Piece of cake. But that means the company is similarly demanding for its suppliers.

"If I call my haulier and tell him I need 20 trucks the next day, he'll take care of it. Everything is very short-term. In fact that was one of the reasons why I chose Intris: they were able to deliver very quickly. The same applied for the switch to the web-based version. I didn't want to ride two horses at once: the new server had to be up and running on 1 January, and it was. We just had to point and click."

Full overview at management level

"The Intris solution is a particularly good management tool. It gives me a very good overview of my cashflow. TRIS Forwarding is integrated with our accounting, so I can see which invoices are still outstanding. And at the level of individual jobs I can see immediately what still has to be invoiced and which costs we still have to pay. I can also call up the latter over a quarter or a whole year.

That's very important, because it's the big challenge facing any forwarder: what have I invoiced, what still has to be invoiced, and above all, which costs still have to be faced? You need to know all that before you can get an overall view per job, per period and per customer."

User-friendly, mobile and with endless integration capabilities

When it had to replace its existing servers Triple M decided to implement the new TRIS solution.

"The new Forwarding solution looks much sexier, is more user-friendly and has lots of reporting capabilities. I can filter on all possible and imaginable data, so that I can see all returns at a glance, while at operational level our employees can immediately consult the status of a particular job.

The fact that the new TRIS is web-based is also very handy. My employees all have a laptop that they take with them everywhere, so they can continue working wherever they are. And when I go on holiday I can take a couple of hours out to check my cashflow.

The TRIS solution is clear and compact, offering a range of services. If a company expands or develops another business, it just has to acquire an additional service that slots in perfectly. This TRIS integration is the absolute tops: it links in with INTTRA, Customs & Excise and every other player, and it all works beautifully."

Personal service

"We initially went with Intris because it's a Belgian company," says Marecaux. "That's important for me: we speak the same language and we're located in the same time zone. For us as a small company, the personal contact is also important. If anything happens I just give Sofie a call. The Intris service is very good. We feel highly valued, thanks partly to this personal contact.

We don't call them when things are going well, but – hey – that's only to be expected. We only call when there's a problem, and then we see that they take it very seriously. I appreciate that."



Triple M chose Intris for its:

- Fast delivery
- Powerful management tool
- Integration
- Reporting
- User-friendliness
- Web-based operation
- Excellent service

Triple M uses:

TRIS Forwarding
including integration with INTTRA,
B/L e-bookings,
integrated accounting software,
BI reporting tool



*"The TRIS integration capabilities
are sublime and it all works
really easily."*

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