



# Optimising Maritime Trade in Damietta with Zoho

Case Study





# Overview

## The Digital Shift in Egypt's Maritime Sector

Damietta is a major container hub supporting domestic and international trade flows.

While physical infrastructure has evolved, many operators still rely on disconnected systems for:

- Cargo booking and vessel routing
- Warehouse and container management
- Customs documentation and compliance
- Accounts, billing, and vendor payments
- Client communication and service tracking

This results in delays, inaccurate forecasting, compliance risk, and increased cost.

To succeed, shipping companies must adopt systems that enable:

- Integrated workflows across departments
- Reliable and traceable documentation
- Real-time operational visibility
- Structured customer and agent management
- Scalability to handle seasonal volumes

In Damietta's competitive market, digital operations directly impact profit, reliability, and customer trust.





# Zoho Platform Features

## Zoho for Maritime, Shipping, and Logistics

### **CRM & Sales**

Manage clients, freight contracts, quotes, follow-ups, and performance metrics.

### **Inventory & Warehousing**

Track containers, cargo stock, warehouse capacity, inbound/outbound movement.

### **Finance & Billing**

Automate invoices, vendor payments, tax, reconciliation, and reporting.

### **Custom Applications**

Build workflows for vessel planning, customs documentation, cargo scheduling, and milestones.

### **Collaboration & Task Management**

Operational communication, approvals, and incident management in one platform.

### **Analytics & Reporting**

Dashboards for vessel utilization, freight turnaround, profitability, and delay analysis.

### **Customer Support**

Ticket-based support for claims, shipment tracking, documentation requests.

# Technology Stack



# How Zolute Supports Shipping Companies

## Implementation Partner for Maritime Digital Transformation

- **Industry-Specific Configuration**

Cargo allocation, route scheduling, customs workflows, billing cycles mapped into Zoho apps.

- **Regional Understanding**

Experience with Middle East and North African trade practices, compliance, and taxation.

- **Workflow Automation**

Reduced manual work, faster approvals, fewer delays in booking-to-delivery cycles.

- **Integrated Operations**

Connecting sales, port operations, finance, and customer service into a unified system.

- **Actionable Analytics**

KPIs for fleet performance, cost trends, route profitability, delay causes, forecasting.

- **Scale-Ready Solutions**

Supporting freight forwarders, logistics companies, and enterprise maritime networks.



# Get In Touch



**Visit us at**

[www.zolute.consulting](http://www.zolute.consulting)

**Email**

[connect@zolute.consulting](mailto:connect@zolute.consulting)

**phone number**

+971544961587