



The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited uses Adobe® software to develop DocumentExpress, an internet-based document preparation application for its exporters

The Hongkong and Shanghai Banking Corporation Limited

- One of the leading trade services financial institutions in Asia-Pacific

- Founded: 1865

<http://www.hsbc.com.hk>

Industry

Trade Services

Solution

Customer Self-Service Application Preparation

Products Used

- Adobe Central Pro Output Server
- Adobe Form Client
- Adobe Form Designer
- Adobe Output Designer
- Adobe Web Output Pak

Adobe's Partnership With

- Indigo Pacific
- A distributor of Adobe server solutions in the Asia-Pacific region, excluding Japan
- Location: Sydney, Australia

www.indigopacific.com

Organisation Profile

The Hongkong and Shanghai Banking Corporation Limited is a member of the HSBC Group. Headquartered in the Hong Kong Special Administrative Region (SAR), the Bank and its subsidiaries provide a complete range of personal, commercial, and corporate banking and related financial services through some 572 branches and offices in 20 countries and territories in Asia-Pacific. To streamline the preparation of export trade documents for its customers The Hongkong and Shanghai Banking Corporation Limited developed DocumentExpress, an online application based on Adobe solutions.

Challenges Faced

Streamline creation and processing of trade documents

International trade is a document-intensive process. Companies must generate bills of lading, packing lists, certificates of origin, and other documents to exchange goods and receive payment. Traditionally, larger companies have used expensive, specialized desktop software programs to prepare the necessary paperwork. Smaller companies have relied on paper forms from start to finish. In both situations, however, companies primarily relied on manual workflows to process forms, a time-consuming, costly, and error-prone proposition.

Accelerate completion of trade deals

Manual, paper-intensive processes for handling trade documents result in a number of problems: business transactions can be delayed as documents are faxed or mailed between countries; banks can withhold payment to exporters if trade documents are incomplete or contain errors; and slow paperwork processing can cause companies to miss the opportunity to receive the best financing terms or make it difficult to schedule timely transportation of goods.

Lower administrative costs to support document preparation

Dozens of people and hundreds of pages of documentation can be involved in handling transactions between importers and exporters. Costs escalate as shipping professionals and others fax and mail materials for review and approval. By automating the processes for export trade document preparation exporters can increase their profits by lowering everyday operating costs.

"With the Adobe solution, DocumentExpress delivers a clear competitive advantage to our exporters, providing more reliable export documents and lowering our export customers' operating costs."

Ian Rogers,
Manager Trade Products and
Development,
HSBC Bank Australia Limited

Success Strategy

The Hongkong and Shanghai Banking Corporation Limited worked with Indigo Pacific, an Adobe solutions partner, to develop DocumentExpress, an internet-based application that enables exporters to prepare trade documents. When users log on to DocumentExpress and enter information to initiate transactions, the system extracts the required forms from a secure database. The Adobe solution automatically populates the documents with information, using a combination of newly entered and stored customer data. As materials are generated, customer logos and other business information are automatically inserted, customizing documents and enhancing each company's corporate image. The documents are then instantly delivered to users as Adobe Portable Document Format (PDF) files via the web.

"Document generation and processing solutions from Adobe are the cornerstone of DocumentExpress, a web-based application that, with the use of templates and one-time data input, allows our export customers to increase document preparation productivity and save related costs," says Ian Rogers, Manager Trade Products and Development in HSBC Bank Australia Limited.

All parties involved in the document-preparation process, including the exporter's shipping and finance departments, can access the documents online, which allows for quick preparation of trade documents in different geographic locations. In some cases, companies approve documents with VeriSign digital signatures.

Business Benefits

- Use of templates and one-time data input allow exporters to prepare accurate export documents by reducing the chances of mistakes appearing in important documents, ultimately saving exporters time and money.
- Web-based application allows documents to be prepared and shared in various geographic locations, overcoming boundaries between the shipping department, financial controls, and affiliates of exporting companies in different parts of the world.
- Changes to documents can be processed in minutes, allowing companies to take advantage of market opportunities.
- The built-in internal approval process allows good internal controls before key documents are finalised.

Hundreds of companies in Asia-Pacific use DocumentExpress to prepare and generate trade documents more efficiently. "With the Adobe solution, DocumentExpress delivers a clear competitive advantage to our exporters, providing more reliable export documents and lowering our export customers' operating costs," says Rogers. In 2002, DocumentExpress won Best New Product in the 12th annual awards of *Australian Banking and Finance* magazine.

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