



Transforming orders to cash with a  
smarter eCommerce solution - **ezTRADE**  
「通商易」 - 增強營商效益的明智方案

## Optimize cash flow and accelerate revenue cycle with ezTRADE

Despite advances in technology, many companies today still employ manual methods in placing purchase orders, transmitting internal and external communication messages and processing payments, using paper-based systems that are oftentimes consuming and error-prone.

All these ineffective, labour-intensive business routines can be eliminated through ezTRADE, an efficient and proven B2B e-commerce platform that digitizes and automates business workflow procedures in Electronic Data Interchange (EDI) messaging formats. It significantly optimizes your order to cash flow, reduces human errors, decreases overhead costs, increases collaboration and enhances customer satisfaction.

## 加強現金流及促進收益週期

儘管現今科技進步，仍有不少企業以傳統人手方法處理訂貨流程，如收發訂單、發票及匯款通知。這種依靠往來文件與內部和對外貿易夥伴的溝通模式，既費時亦增加人為錯誤的機會。

「通商易」是一個快捷有效的商業對商業的電子商貿平台，支援「電子數據聯通」(EDI)，令數據資料能於電腦系統自動處理和互通，有助加強現金流，減少錯亂機率，降低行政營運成本，增加商貿合作及提升顧客滿意度。

### Companies deploying ezTRADE stand to gain countless business advantages 利用「通商易」為公司帶來莫大裨益：



Increase inventory turns of up to **12%**  
加快存貨流通速率達



Improve overall supplier delivery performance by **92%**  
改善整體供應商發貨表現達



Reduce monthly administrative man-hours of more than **5,000** hours  
省卻每月行政工時超過

## One-stop secure platform for boundless global trading

ezTRADE is the ideal tool that can facilitate paperless trading and helps you achieve greater business efficiency and accuracy using GS1 Identification Keys. The keys' interoperable uniqueness, which automates ezTRADE with GS1 EANCOM® / XML Standards, ensures that transactions are secured and business critical product information is highly protected. ezTRADE allows companies to easily connect with other existing international standard-based network platforms to exchange real-time supply chain information.

## 一站式環球貿易安全電子平台

「通商易」利用GS1識別碼協助企業以無紙化進行商業訊息交換。按照GS1 EANCOM® / XML 標準，所有發出的訊息均可在不同的電腦系統自動處理，並透過安全可靠的網絡輸送，令每項交易及產品的重要資料得到高度防禦。「通商易」令本地企業與國際標準化網絡平台接軌，從而可簡單地與世界各地的貿易夥伴實時以電子方式交換供應鏈上的商業文件。





## Ideal platform that offers multitude of benefits

Since ezTRADE was introduced in the industry, more than 2,700 user installed-base representing key industry sectors in Hong Kong, and 1,000 user groups in South China have successfully deployed ezTRADE service. Through ezTRADE platform, there are also more than 150,000 transactions processed monthly.

Regardless of your company size and whether you have one or multiple products, the **Web-based ezTRADE** and **Gateway Solution** is the right platform that will allow you to securely connect with your trading partners, anywhere and anytime.

### Benefits of ezTRADE:



#### Optimize Company Efficiency

**Streamlines business processes** - saves time and resources from ordering to invoicing via VAN or the Internet

**Improves cash flow** - through reduction in inventory cost and out-of-stock items, as well as accelerating revenue collection

**Adds value to the supply chain** - facilitates more advanced supply chain solutions through faster data transmission

**Increases data accuracy rate and availability** - prevents loss of information during transmission and minimizes human errors, and completes transaction with your business partners at their fingertips.

**Maximizes productivity** - by reducing data re-entry cost



#### Enhance Brand Value

**Boosts brand awareness** - maintains market competitiveness through the adoption of international standards

**Improves customer relationships** - being more responsive to customer demands by providing the goods / products to the marketplace quickly

## 達致最佳效益的商業電子平台

「通商易」自推出以來，已有超過2,700個來自不同業界的香港企業，以及多達1,000間南中國機構所採用，並為各大每月處理逾15萬份訂單。

不論公司規模的大小或貨品數量的多寡，**互聯網為基礎的「通商易」服務及增值網電子商務解決方案**都可讓用戶於不同時間，與全球各地的貿易夥伴安全地進行訊息互通。

### 「通商易」的效益：

#### 優化公司營運效益

**加快運作程序** - 透過增值網絡或互聯網處理由訂貨至發票的整個過程，可節省時間和資源

**提高資金流動性** - 透過減省庫存成本及缺貨情況的出現，提高資金流動性及增加整體收益

**為供應鏈增值** - 藉著快速數據傳輸，促進更多先進供應鏈方案的發展

**準確及實時數據** - 避免因傳輸時遺失資料及減低人為錯誤機率，令商貿交易更準確順暢

**提升生產力** - 減省重覆輸入資料的成本

#### 提升品牌價值

**加強品牌知名度** - 透過採用國際標準，保持市場優勢

**增進與客戶關係** - 有效地回應客戶需求，將貨品迅速推出市場

Founded in 1989 by the Hong Kong General Chamber of Commerce, GS1 Hong Kong is a not-for-profit industry-led organization. It is committed to enhancing Hong Kong enterprises' competitiveness through the provision of global supply chain standards, best practices and enabling technologies. As GS1's local chapter, GS1 Hong Kong is authorized to issue and administer GS1 identification numbers in Hong Kong. Standards and solutions offered include bar coding services, B2B e-commerce services, Global Data Synchronization (GDS) and Electronic Product Code™ / Radio Frequency Identification (EPC/RFID). The organization also hosts a wide range of training courses to facilitate knowledge transfer for SCM principles, e-business strategies, global standards and the implementation of enabling technologies. The GS1 community has over one million corporate members spanning over 150 countries and economies and more than 20 industries around the world.

香港貨品編碼協會由香港總商會於1989年成立，是一個非牟利的工商業支援機構，致力透過發展全球供應鏈標準、應用技術及提供最佳實務守則，為香港企業提高市場競爭力。香港貨品編碼協會為GS1國際組織的本地分會，是獲認可簽發及管理GS1國際貨品編碼的機構。協會所提供的標準和解決方案包括貨品編碼及條碼服務、企業對企業電子商貿服務、全球數據同步(GDS)，以及產品電子代碼/無線射頻識別 (Electronic Product Code™ / Radio Frequency Identification)。協會亦舉辦一系列促進知識轉移的培訓課程，包括供應鏈GS1在全世界各地擁有逾一百萬企業會員，遍布全球超過150個國家和經濟體及20多個行業。



"ezTRADE is an essential building block in our SCM, enabling our responsive supply of over 40,000 products to more than 500 stores in Hong Kong."

**Mr. Keith Bartlett** Director  
Group IT & Logistics, A.S. Watson Group

**屈臣氏集團資訊科技及物流總監鮑卓祺先生**  
「『通商易』是我們供應鏈管理的重要基石，可讓我們迅速地回應全港500多家連鎖店，供應超過40,000種產品。」



"ezTRADE is assisting us to reduce our administrative costs and make our purchasing procedures faster and more efficient, because the working process is extensively streamlined between Nuance-Watson and our global suppliers. The documents are exchanged in a simple, accurate, and secure way."

**Mr. Andrew Shek** Senior Manager  
Information Technology Department, Nuance-Watson (HK) Limited

**Nuance-Watson (HK) Limited 資訊科技部高級經理石世邦先生**  
「使用了香港貨品編碼協會的『通商易』服務後，公司與全球供應商的連繫大幅簡化。除了有助減低行政成本，令採購流程變得更快、更有效率，亦使商業文件往來變得簡單、準確及安全。」



"By adopting ezTRADE, Dairy Farm's retail chains gained access to a business tool that allows them and their suppliers to transmit mission-critical commercial data efficiently to each others computer systems with no compatibility issues."

**Miss Carisy Kwong** Finance Director, North Asia  
Dairy Farm Company Ltd

**牛奶有限公司北亞區財務總監鄭潔冰小姐**  
「『通商易』令公司旗下各分店與不同供應商也能進行快捷妥善的交易數據互通，提升營運效率。」



"Thanks to GS1 Standards, the HA and its distributors and pharmaceutical principals can harness supply chain visibility at the batch level to save time in receiving logistics units and better manage inventory."

**Ms. S.C. Chiang** Senior Pharmacist  
Chief Pharmacist's Office, Hospital Authority

**醫院管理局總藥劑師辦事處高級藥劑師蔣秀珠女士**  
「在GS1標準的支援下，醫院管理局、藥物分銷商和製藥廠都可於藥品批號的層面上提升供應鏈的透明度，藉此節省在物流運作過程如接收貨品所需的時間，更有效率地進行庫存管理。」



Hong Kong

GS1 Hong Kong 香港貨品編碼協會  
22/F, OTB Building, 160 Gloucester Road,  
Wanchai, Hong Kong  
香港灣仔告士打道160號海外信託銀行大廈22樓  
Tel 電話 : (852) 2861 2819  
Fax 傳真 : (852) 2861 2423  
Email 電郵 : info@gs1hk.org  
Website 網址 : www.gs1hk.org