



## **COSCO Group (sometimes abbreviated as Coscon) Video Transcript**

**Cosco**

**Ma Tao, Deputy General Manager, Cosco**

Cosco is a global international shipping company. Currently COSCO is in the top 10 among shippers all over the world. And our business covers all the global ports.

I have a lot of systems. Between the systems there are connecting points. After many years of improvisation and accumulation, all the connecting points became a kind of matrix. It's a very convoluted matrix.

**Ghen Huaihai, Project Deputy Manager, Cosco**

Before, our EDI system was very confusing. We had about 21 major applications to deal with our daily EDI requirement. These applications utilize different operating languages – BC, VC, Java, and other various languages.

**Ke Zhang, IBM**

Cosco knew they had a problem but they did not know how to solve it

**Hui Zhou, IBM**

At the beginning we faced great pressure. So everybody worked very hard on this project.

**Wendy Zhang, IBM**

We discovered that the customer in fact not only needed a platform for a data exchange, but also an application infrastructure which could meet the different requirements of the various enterprises.

**Ge Jin, IBM**

We propose SOA solutions to Coscon and we tell them that SOA could provide flexible system that they need.

**Ma Tao, Deputy General Manager, Cosco**

IBM, I can say, is the first company to put forth a SOA philosophy. It has combined our global businesses into a unified model.

**Ge Jin, IBM**

IBM have technical leadership in SOA and the more important thing is we have a local team to help Coscon transfer IBM technology to Coscon IT environment.

**Ghen Huaihai, Project Deputy Manager, Cosco**

Not only does IBM care about what we should do within our EDI projects, IBM also cares about the challenges EDI is facing and the role EDI should be playing in the entire industry.

**Ma Tao, Deputy General Manager, Cosco**

The SOA team has inspired us at Cosco, just as the SOA concept has inspired us. The SOA team is innovative and full of passion.