SEDNA

# DEFEATING THE EMAIL MONSTER

| MONSON | COMPANY Monson Agencies Australia | INDUSTRY Shipping |
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| BUSINESS SIZE 100+ | TEAM All teams within the organization | INTEGRATIONS WITH SEDNA A3 |
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| USAGE RESULT HIGHLIGHT 90% reduction in email volume |
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# Introduction

Monson Agencies Australia is a leading bulk shipping agency with over 100 employees in offices all around the world. Monson offers a centralized experience for their customers, facilitating the loading of ships from start to finish. This includes making sure the vessel loads the correct quantities, handling all the documentation, and managing all finances and funds before sending a ship on its way.

Monson currently uses SEDNA to facilitate these complex business transactions, increase efficiencies in their business, and improve team collaboration.



" SEDNA's "one-mailbox, one-team concept has strengthened the communication and collaboration of our teams across the board. "

**Monique Costantino**
Commercial Manager, Monson Agencies Australia

# The Challenge

When it comes to making global trade a reality, the flow of goods and services is underpinned by an avalanche of correspondence. In 2017, Monson received a staggering 1.8 million emails per month, as email is the primary mode of communication between the agency, vessels, and overseas ship owners.

Originally, Monson was using a traditional email system to handle their high email volume. According to Monique Costantino, Commercial Manager, this posed several problems.

- Traditional email is designed for individuals rather than teams, so Monson had to set up elaborate rules to make sure emails were getting delivered to the right teams.

- Due to the "CC Effect", any email that came into a team would become 15 emails in the archive, exponentially increasing the volume of emails.

- Monson had to purge emails every two months using a separate archive system.

- It was nearly impossible to find past emails within multiple systems.

- The efforts to file and archive emails were adding 2-3 hours of extra workload to team members.

- The final straw: Monson's terminal environment was becoming non-responsive due to the sheer volume of emails.

*"We created this monster with a million different rules for every team and individuals across different locations. We had to make up various rules, so all the sent messages would forward to the team, and it was filling up our servers because of the sheer volume of emails."*

**Monique Costantino**
Commercial Manager, Monson Agencies Australia

# The Solution

Monson did not make the decision to move away from traditional email lightly. After five years of researching for an alternative, Monson decided SEDNA was the partner they were looking for.

" We wanted something to simplify this process and reduce costs. SEDNA was the only one with limitless and instant search results that integrated with our current systems. "

**Monique Costantino**
Commercial Manager, Monson Agencies Australia

## Powerful search

SEDNA's powerful search capability was a key deciding factor for Monson. The search function within SEDNA allows users to instantly find the records of an individual vessel or voyage without switching to separate systems.

*"The search is unbelievable. Instead of asking my accounts team for a vessel invoice or account, I can find it instantly myself. It cuts down on the number of internal emails too as you can find everything quicker."*

**Monique Costantino**
Commercial Manager, Monson Agencies Australia

**Unifying data sources**

Through SEDNA's open API program, Monson is able to seamlessly connect SEDNA with A3, an agency vessel appointment system. All incoming emails are now automatically tagged with a vessel within SEDNA, saving time that would otherwise be spent manually categorizing and filing emails. Users are also able to click on a Job Reference and see an auditable record of all messages related to that particular vessel.

*" It's brilliant, really, everything is in one place. So it makes it a lot quicker. "*

**Monique Costantino**
Commercial Manager, Monson Agencies Australia

**Increase team collaboration**

SEDNA promotes transparency and eliminates the need for internal emails with the Activity Panel. All team members, including managers and team leaders, are able to see all the actions taken upon an email—like who's read or replied to the message—as well as communicate through comments Managers' jobs were made easier with the addition of this team view, where they could see a full outline of all messages, who has worked on what, and ensure that
nothing was missed.

*"Everyone is working together as a team, not so individual. You would have two or three people replying to the same email because they weren't communicating properly. And that just doesn't happen anymore."*

# The Results

Since implementing SEDNA in 2017, Monson was able to reduce their email volume by 90%—from 1.8 million per month in 2017 to 17,000 per month in 2019.

*"Long-term, the savings are substantial. Aside from the SEDNA subscription, there's no need for big servers to host everything. It's not just one thing though—it's definitely time-saving in finding those emails quicker, and it's also the performance in our terminal environment. When our previous email system would freeze, it would slow down all applications within our sessions and in most cases become unresponsive until we rebooted the system. This was extremely frustrating for us—this isn't happening anymore."*

With SEDNA, Monson saw a productivity boost and significant savings in both time and resources.

**Key results:**

- 90% reduction in email volume
- Instantly find past emails within a single system
- Time saved on manually categorizing and filing emails
- Increased visibility into teams' activities

SEDNA

www.sedna.com

SEDNA is smart team communication software that unifies all messages, data, and documentation to help you focus on the work that matters. By aligning teams through action-based communication, SEDNA drastically reduces email volume and creates more efficient, productive, and collaborative workflows across organizations.

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