

blor

Optical recognition
transport and template
documents

www.blor.com.ua



Project Status

Date

Feb 2020 ~ Sept 2020 (developing) | Sep 2020 - Dec 2020 (alpha-test)
Jan 2021 - Feb 2021 (beta-test) | **Feb 2021 - Released**

Developed

Web
Application

Users

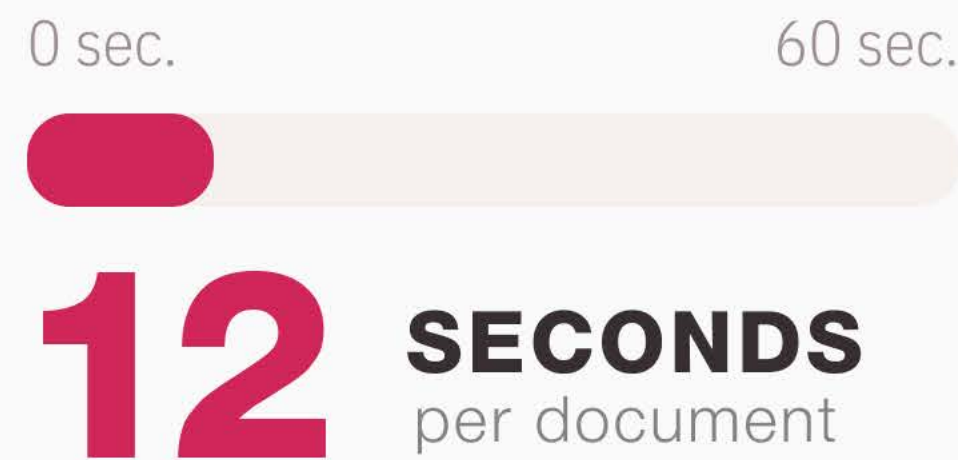
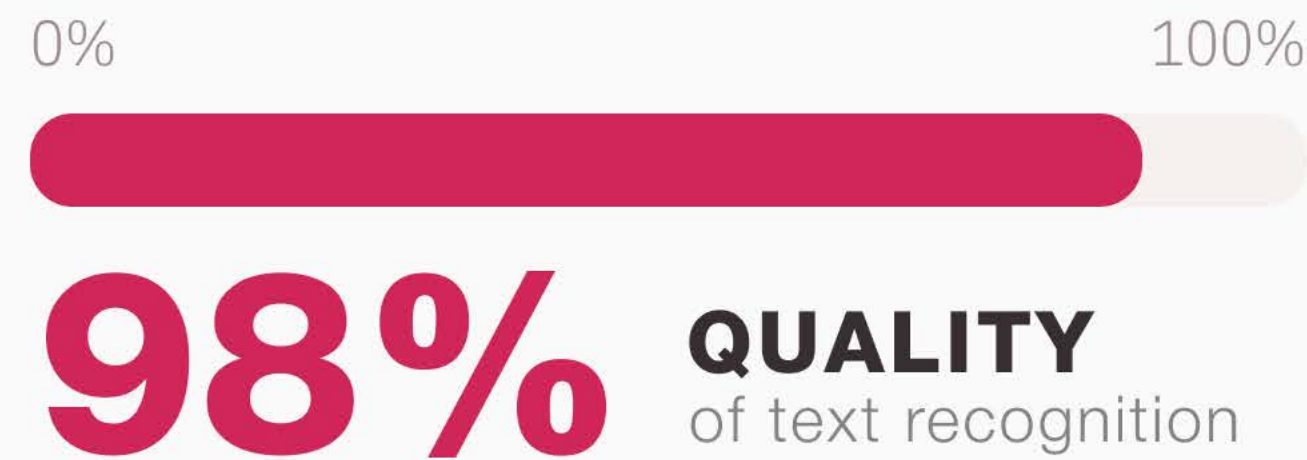
15 users in
Feb-March 2021

Target Audience

B2B, Freight forwarders, customs
brokers, Co. with a large workflow

01 — PRODUCT

CLOUD MACHINE LEARNING PLATFORM BLOR — BILL OF LADING OPTICAL RECOGNITION



SOLVE THE PROBLEM OF MANUAL INPUT

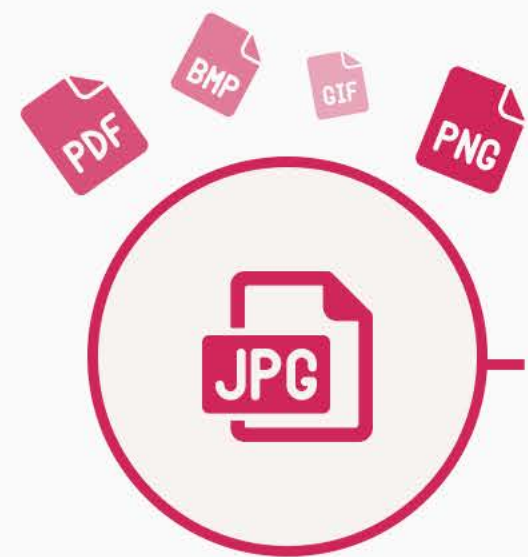
**DATA FROM PHOTOS,
SCANS OF TRANSPORT DOCUMENTS**

SIMPLIFY THE TRANSFER

**DATA IN ERP SYSTEM BETWEEN
SUPPLY CHAIN PARTICIPANTS**

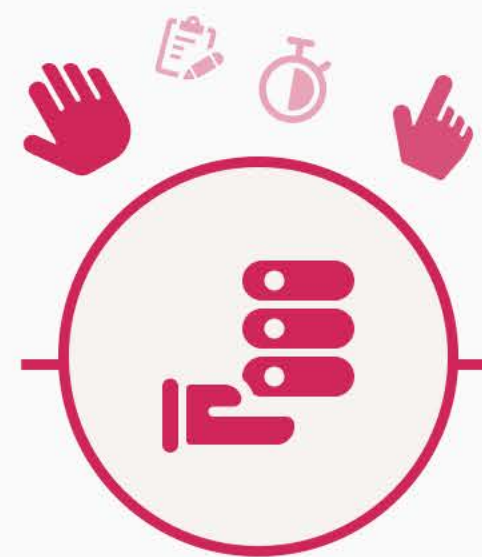
02 — PROBLEM

BASIC HUMAN PROBLEMS IN WORKING WITH TRANSPORT DOCUMENTS:



Many formats

Not standardized field locations



Dreary manual work

Filling in data into the ERP system manually



Human factor

Confidentiality and accuracy of information depends on the person



Lost profit

Cost of an error in the document can be calculated as \$100 000+

03 — SOLUTION #1

Problem:
Many formats

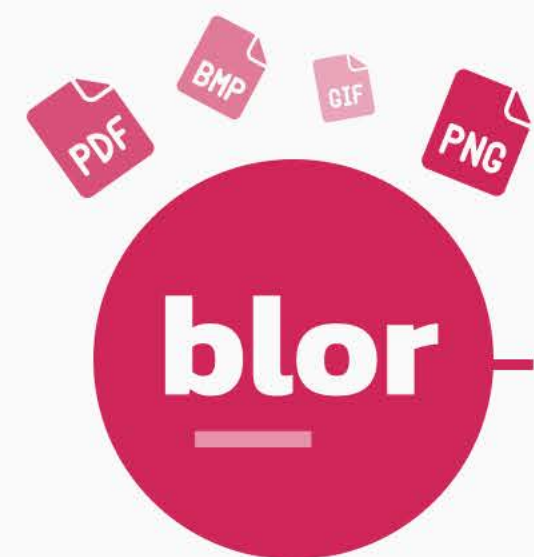
CLOUD MACHINE LEARNING PLATFORM

Proprietary machine learning-algorithms have helped to achieve **98-100% accuracy** with a recognition **speed of up to 10-12 seconds** per document.

Poor quality images, angled images, or taken in low light are all handled by BLOR.



We can teach the neural network any template documents that will suit companies operating in multimodal transportation and using home bills of lading.



Auto-detect data

Recognition and scanning of all fields



Dreary manual work

Filling in data into the ERP system manually



Human factor

Confidentiality and accuracy of information depends on the person



Lost profit

Cost of an error in the document can be calculated as \$100 000+

04 — SOLUTION #2

Problem:
Dreary manual work

MOST SIMPLE APPLICATION

Our web application, protected by your username and password, does not require a lengthy installation process and is available anywhere in the world.
A minimum of buttons and actions. Maximum speed and results.



Auto-detect data

Recognition and scanning of all fields



Intuitively clear interface

With an opportunity autocomplete ERP systems



Human factor

Confidentiality and accuracy of information depends on the person



Lost profit

Cost of an error in the document can be calculated as \$100 000+

05 — SOLUTION #3

Problem:
Human factor

RELIABLE DATA

The recognized data itself is of little value if it is not synchronized with the user's ERP system. **BLOR provides the ability to synchronize with various systems.** This way you can guarantee the accuracy of the information in your contract database.



Auto-detect data

Recognition and scanning of all fields



Intuitively clear interface

With an opportunity autocomplete ERP systems



Synchronization with systems

100% accuracy in your databases of contracts



Lost profit

Cost of an error in the document can be calculated as \$100 000+

06 — SOLUTION #4

Problem:
Lost profit

ERROR PROTECTION

BLOR allows you to automatically recognize standard fields, assign and bind each type of cargo to containers. Thus, protecting the user from errors in critical fields, **for example, the number of the transport document and the booking number.**



Before exporting, the user can **easily check each line of the document** in a user-friendly interface, even if the bill of lading contains 50 pages.



Auto-detect data

Recognition and scanning of all fields



Intuitively clear interface

With an opportunity autocomplete ERP systems



Synchronization with systems

100% accuracy in your databases of contracts



Reliable system protection and checks

Fast data check, with the ability to edit

07 — AVAILABLE DATA

BLOR ALREADY RECOGNIZES
15 CONTAINER LINES
WITH **HIGH QUALITY:**

ZIM



YANG MING

ADMIRAL

ARKAS

MAERSK

ONE
OCEAN NETWORK EXPRESS

OOCL

Hapag-Lloyd

EVERGREEN



**m
sc**

SEALAND
A MAERSK COMPANY

CMA CGM

SEAGO
LINE

SETH SHIPPING LTD.



With **BLOR**, you can upload a transport document as a **png, jpeg** or **pdf** image. And then export the finished recognized document in **json, xls** or **csv** format to your ERP system.

08 — WORKSPACE

blor Main Screen Start Reset Export Upload file

Manage Logout

Document Cargo (0) Containers + Add area

#1 shipper
 COOPERATIVA AGRARIA CAFETALERA PANGOA LTDA
 AV. LOS CAFETALEROS N 600 SAN MARTIN DE PANGOA
 SATIPIO-JUNIN-PERU
 PHONE:+51(064)543017 FAX +51-(064)543144

#2 consignee
 COOPERATIVE COFFEES, INC.
 302W. LAMAR ST. SUITE E 31709 AMERICUS, GEORGIA, USA
 TEL.:+1-229-924-3035 FAX: +1-229-924-6250
 Atencion: BILL HARRIS

#3 notify_party
 EXCELCO TRADING L.P.
 17 BATTERY PLACE, SUITE 1010 NEW YORK, NY 10004
 TEL.212 344 6771
 FAX.:212 344 8723
 George TsatsiosGtsatsios@exceltrade.com

#4 vessel #5 port_of_loading
 MAERSK RIO GRANDE Callao

#6 port_of_discharge #7 voyage_number
 Newark 0756

Document Content:
MAERSK LINE BILL OF LADING FOR OCEAN TRANSPORT
 COOPERATIVA AGRARIA CAFETALERA PANGOA LTDA
 AV. LOS CAFETALEROS N 600 SAN MARTIN DE PANGOA
 SATIPIO-JUNIN-PERU
 PHONE:+51(064)543017 FAX +51-(064)543144
 COOPERATIVE COFFEES, INC.
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 Atencion: BILL HARRIS
 EXCELCO TRADING L.P.
 17 BATTERY PLACE, SUITE 1010 NEW YORK, NY 10004
 TEL.212 344 6771
 FAX.:212 344 8723
 George TsatsiosGtsatsios@exceltrade.com
 PARTICULARS FURNISHED BY SHIPPER
 1 Container Said to Contain 250 BAGS
 250 BAGS OF 69 KILOGRAMS NE T EACH OF WASHED GREEN COFFEE PERUVIAN
 ALTURA EURO PREPARATION (E.P.) OCIA CERTIFIED CROP 2007.
 NET WEIGHT: 17,250.00 KGS
 REGISTER FDA N 19679922310
 MAERSK RIO GRANDE
 Callao
 Newark
 0756

blor Main Screen Start Reset Export Upload file

Manage Logout

Document Cargo (0) Containers + Add area

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 FAX.:212 344 8723
 George TsatsiosGtsatsios@exceltrade.com

#4 vessel #5 port_of_loading
 MAERSK RIO GRANDE Callao

#6 port_of_discharge #7 voyage_number
 Newark 0756

Document Content:
MAERSK LINE BILL OF LADING FOR OCEAN TRANSPORT
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 MAERSK RIO GRANDE
 Callao
 Newark
 0756

blor Main Screen Start Reset Export Upload file

Manage Logout

Document export

ID for your system Import Export

JSON Code

```
{
  "additional_data": {
    "direction": "",
    "id": ""
  },
  "shipper": "COOPERATIVA AGRARIA CAFETALERA PANGOA LTDA\nAV. LOS CAFETALEROS N 600 SAN MARTIN DE PANGOA\nSATIPIO-JUNIN-PERU\nPHONE:+51(064)543017 FAX +51-(064)543144",
  "consignee": "COOPERATIVE COFFEES, INC.\n302W. LAMAR ST. SUITE E 31709 AMERICUS, GEORGIA, USA\nFAX: +1-229-924-6250\nAtencion: BILL HARRIS",
  "notify_party": "EXCELCO TRADING L.P.\n17 BATTERY PLACE, SUITE 1010 NEW YORK, NY 10004\nTEL.212 344 6771\nFAX.:212 344 8723\nGeorge TsatsiosGtsatsios@exceltrade.com",
  "vessel": "MAERSK RIO GRANDE",
  "port_of_loading": "Callao",
  "port_of_discharge": "Newark",
  "voyage_number": "0756"
}
```

blor Main Screen Start Reset Export Upload file

Manage Logout

Document Cargo (1) Containers + Add area

number CLHU3173510
 type 20DRY
 weight 17370.000
 volume 20.000
 seal ML-SA2903065

Document Content:
MAERSK LINE BILL OF LADING FOR OCEAN TRANSPORT
 COOPERATIVA AGRARIA CAFETALERA PANGOA LTDA
 AV. LOS CAFETALEROS N 600 SAN MARTIN DE PANGOA
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 MAERSK RIO GRANDE
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 Newark
 0756

09 — HUMAN ADVANTAGES

Benefits of using
product for:



CUSTOMER

The client greatly reduces the amount of manual work among their employees

Processing of transport documents becomes semi-automatic

The employee is transformed from a performer into a machine controller

We reduce the human factor, increase the productivity and quality of bottom fish without mistakes

In terms of the cost of an hour of a person's work, BLOR is significantly cheaper than manual data entry

Benefits of using
product for:



USER

Nice, convenient, clear, and modern interface for interaction

There is no need to do Ctrl-C + Ctrl-V for each field in the ERP system

You do not need to wear glasses to see the small symbol in the document

No need to constantly search, the right field on different transport documents

While the bill of lading is recognized, you can have time to watch Instagram stories 😊

10 — TECHNICAL ADVANTAGES



REST API

Micro-application as the basis of the solution. Communication with client services using REST API methods. Refusal of an embedded complex solution



DATA ACCESS

Separate subdomain for each organization. Encapsulation of data, separation of access for different users. Cloud hosting and data processing technologies



INTEGRATION AND SUPPORT

Zero customization, minimum integration work on the part of the user. Responsive support of our support. A targeted solution for a specific problem



WEB APPLICATION

Web application as the simplest and most affordable solution. Intuitive design, an integrated approach to filling and visualizing all fields of the document

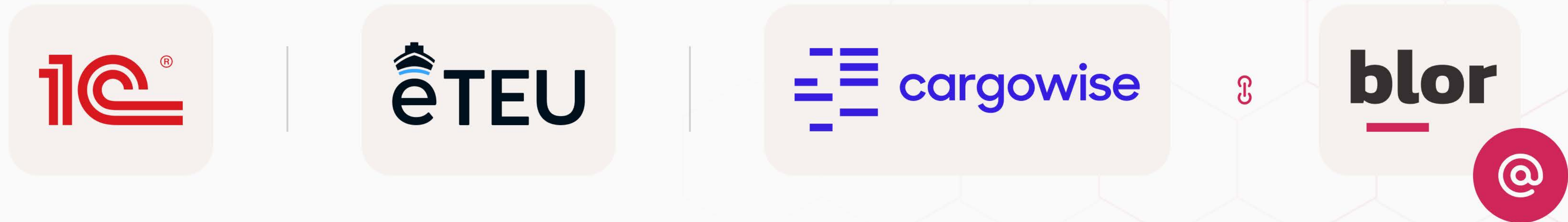


TECHNOLOGIES

JS and Python as the perfect mix for microservices to work. Semantic analysis, automatic image processing, OCR, and further work with word arrays

11 — INTEGRATION

BLOR CAN BE INTEGRATED QUITE EASILY INTO EXISTING ERP SYSTEMS:

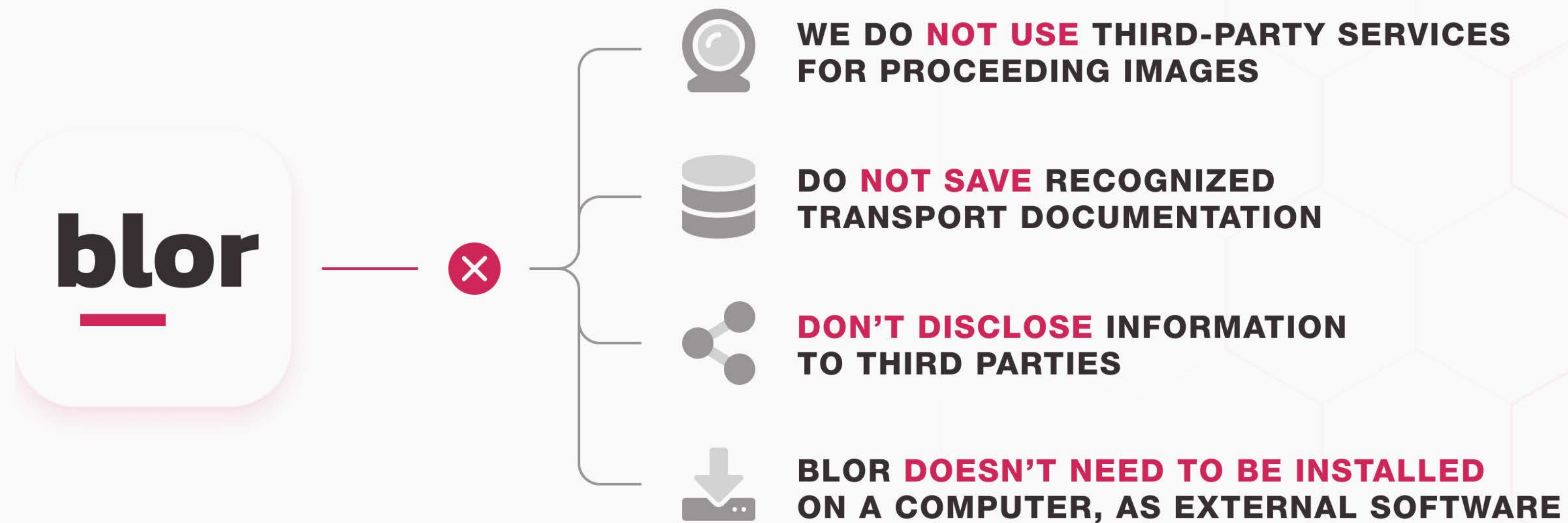


IN ORDER TO MAKE IT EVEN EASIER TO INTEGRATE BLOR INTO WORK PROCESSES, WE OFFER YOU AN E-MAIL MODULE SERVICE

Where transport documents are sent immediately for recognition straight from the mailbox. This minimizes human involvement, makes it easier to find documents in business correspondence and leaves the opportunity to check the recognition accuracy at any time and receive alerts about possible difficulties e.g. an unidentified document.

12 — SECURITY

BLOR CARES ABOUT PRIVACY AND DATA PROTECTION!



BLOR is a secure web service that is periodically tested for hack resistance.

13 — BUSINESS MODEL

BLOR WILL BE USEFUL FOR YOU IF YOU ARE:

-  freight forwarders
-  customs brokers
-  any logistic company
(with a huge mass of template documents)

BLOR BUSINESS MODEL CONSISTS OF A SUBSCRIPTION-BASED SAAS SYSTEM.

Dynamic subscription or fixed price subscription plans are possible. The fixed cost subscription is calculated based on the volume of the company's workflow. The fee is charged monthly in advance.

Customization of the application and platform is welcome for an additional fee on an individual basis.



14 — USER REVIEW



MEDITERRANEAN SC

Diego Aponte

Thanks to clear and convenient interface of the app for us, we were able to get started quickly. The first results appeared already in the first week, the total time for processing orders from customers increased by 43%.



DNIPRO LLC

Andrey Kirichenko

High-quality support and customer focus are just about this company. Helped to set up and train our employees. Thank BLOR!



MEDITERRANEAN SC

Yevheniy Nelyubin

Speed is very important to our trade company. Thanks to BLOR, we have increased it several times. Now, in a day, we process twice as many documents.

15 — CONTACT

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[facebook](#)

[linkedin](#)

[codeska.com](#)

