

Master Terminal™ helps AST to play its part in Alabama's world class automotive industry

Over 5 million tons of steel handled per year

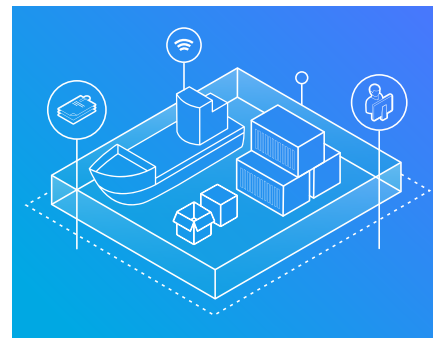
The southeast of the US is currently experiencing a boom in the automotive industry and Alabama finds itself at the heart of it all. Home to Hyundai, Honda, Mercedes-Benz, and Toyota motor vehicle assembly plants, the state's automakers produced more than 1 million cars in 2015 with export revenue for vehicles and vehicle parts topping US\$8.2 billion.

An essential cog in the machine is the Port of Mobile, Alabama. Situated along the Mobile River, the port has access to the Gulf of Mexico, and one of the longest navigable inland waterways in the US. With over 5 million tons of steel handled per year, the Port of Mobile is the second largest steel handling port in the country. As such, in January 2015, the Alabama State Port Authority (ASPA) unveiled Alabama Steel Terminals (AST), a dedicated steel handling facility, with the intention of better complementing the port's existing portfolio of services.

Combining technology and customer service

A joint venture between Tri-State Maritime Services and the Richardson Group of Companies, AST is a state-of-the-art terminal that is regarded as the most technologically advanced steel coil handling facility in the nation. With the first phase of construction offering nearly 200,000 square feet of warehousing, equipped with four 50-ton capacity overhead bridge cranes, and a similar sized open storage yard handling area, AST expects to handle over 650,000 tons of steel annually.

Served by vessel, rail, truck, and barge, AST aims to attract and retain steel coil manufacturers and shippers by offering efficiency through innovative concepts and top quality customer service.



Modern terminal management

After establishing the concept of the ultra-modern AST facility, ASPA identified the need to implement innovative software technology to supersede previously used manual processes. A terminal operating system (TOS) was long overdue and essential in the port's quest to provide a superior service tool for its customers.

Logan Boswell, IT Manager, Alabama Steel Terminals, said that the AST partners undertook a thorough analysis of potential TOS solutions before ultimately selecting Jade Logistics' TOS, Master Terminal. "When considering a software solution, our top priority was to obtain the most efficient, as well as adaptive software system to assist and manage our terminal operations.

"Master Terminal has really helped us to create efficiencies," said Boswell. "In the past we were using manual processes such as compiling excel spreadsheets.

"With Master Terminal we now have a better ability to find cargo, and report on it. We also have a greater understanding of what is happening on the port ahead of time based on our actual operations rather than everything being at a back-end level."

"Our communication has improved dramatically, both within our organization and with external parties," said Boswell. "We're relaying accurate information in a timely manner to ASPA, and that is a critical requirement for their billing system."

Super users seal of approval

Mike Phillips, IT System Admin at AST, and a super user of Master Terminal is impressed with the software's reliability: "It's definitely very well done. We have found hardly any errors with the system, and as such have not needed to use the support that much. If we're being pushed for answers, I message one of our contacts and get a response quickly.

"I really like Master Terminal's ability to generate reports based on queries," said Phillips. "We have multiple partners that all need to see different information. Being able to query on the relevant information is a very powerful feature of Jade Logistics' TOS."

Into the future

AST recognized that opening brand new facilities with the latest machinery was just part of the solution. If they were going to offer customer service and innovation of the highest level, then they needed to pair it with software technology that would streamline terminal operations.

By introducing Master Terminal, AST have been able to realize efficiencies and pass these onto customers. As Alabama entices further foreign investment and the state's economy increases, ASPA, AST, and its steel coil customers are well positioned to grow alongside it.

About Master Terminal from Jade Logistics Group

Designed to handle all cargo types in one integrated system, Master Terminal is the world's leading terminal operating system (TOS) for mixed cargo ports.

Master Terminal is licensed at over 120 terminals worldwide, from vehicle terminals in Italy to steel terminals in North America.

Implementation is the key to success, and our implementation record is second to none in the industry. Our proven and robust methodology, partnership approach, thorough training and unrivaled implementation timeframes deliver tangible results fast.

Jade Logistics has been designing, building, and supporting innovative logistics software since 1993. Our experienced people understand the global logistics industry and are the foundation on which we build long-term relationships with our customers.

We have offices in New Zealand, Australia, USA, the Netherlands, the United Arab Emirates, and Indonesia.

*For more information, visit us at **jadelogistics.com***