CentrePort New Zealand.

Master Terminal™ helps pivotal intermodal hub to reduce overheads and offer innovative supply chain solutions

Logistics service provider CentrePort is located in Wellington, New Zealand – the southernmost capital city in the world. Many would assume that this remoteness would result in isolation from trade routes. Far from it. CentrePort is a thriving intermodal hub that offers unrivaled nationwide access and international shipping services.

Situated at the south-western tip of the North Island, Wellington is at the geographical center of New Zealand. CentrePort uses this to their advantage. With direct connections to major highways, the main railway network, and key coastal shipping routes, CentrePort is the only New Zealand port able to offer delivery anywhere in the country within 24 hours.

New Zealand has strong trans-Pacific trading partners, particularly in Australia and Asia. CentrePort's position on the axis of the Tasman Sea and Pacific Ocean and convenient access to the east and west coasts of the country, combined with a sheltered deep water harbor ensures a busy calendar of international shipping.
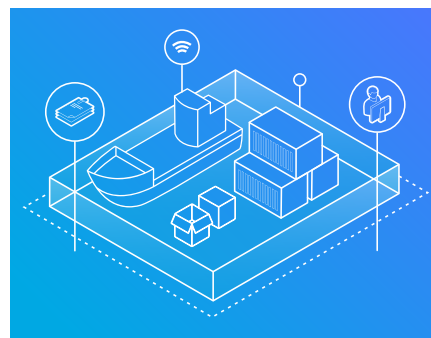
A long-term partnership

For nearly twenty years CentrePort has used Jade Logistics' terminal operating system (TOS), Master Terminal to streamline operations and manage a variety of cargo.

Far different from the traditional software vendor and client relationship, Jade Logistics has an active collaboration approach with its customers. For CentrePort this has accelerated product development and resulted in wins for their customers, allowing them to do business more effectively and, ultimately, more profitably.

Beginning with implementation, Jade Logistics has worked closely with CentrePort to deliver a solution that has continually evolved to meet the port's individual needs.

"Jade Logistics not only assisted implementation but also added intellectual property back into the process to ensure that we were getting the maximum benefits from the solution," said Ken Pearson, ICT Manager at CentrePort.

JADE LOGISTICS | CentrePort Wellington

CentrePort, who previously used a Navis TOS, have gone from strength to strength with Master Terminal according to Pearson. "Master Terminal was in its infancy when we implemented it. There have been many enhancements that have gone into it to make it the product it is now. We are pleased to have helped Jade Logistics along the way, working with their developers to provide meaningful, real-world data and feedback."

Why Master Terminal?

On an annual basis, CentrePort handles approximately 135,000 TEUs (Twenty Foot Equivalent Units) of containers. Outside containerized products, the major cargoes handled are forestry products (logs, veneer, and pulp), petrol and chemicals, cement, wheat, fruit, soda ash and vehicles.

"We were looking to purchase a single integrated system that could manage all of the types of cargo we handled," said Pearson. "It needed to allow us to have a real-time view of activities across our port, and to work throughout our process from pre-advice of the product arriving, the acceptance process through to invoicing.

"We opted for Master Terminal as not only did it allow us to handle break bulk cargo as well as containers, but was easy to maintain, and had a very competitive pricing structure."

Innovative customer solutions

CentrePort's competitive advantage, according to Pearson, is superior service delivery and competitive pricing. By working closely with customers, CentrePort gain an in-depth understanding of their businesses and unique logistics requirements.

This combined with key relationships and the right technology allows CentrePort to develop innovative supply chain solutions for its customers.

Master Terminal is one such innovation. "Enhancements to Master Terminal have ensured we have kept our competitive advantage," said Pearson. "Through optimizing resources and assets, our overheads have reduced allowing us to offer cost effective solutions to our customers.

"Jade Logistics' recent move to monthly release cycles has significantly reduced the 'change time to market' allowing us to meet the ever increasing change demands from our customers."

Into the future

CentrePort, like most terminal operators globally, are looking to grow to retain and attract business.

"Automation, mobile optimization, and increasing throughput are just a few of our growth strategies moving forward.

"Master Terminal is a cost-effective integrated system that meets the requirements of a port of our current size and product diversity," said Pearson. "As we look to grow we are confident that Master Terminal's flexibility, and Jade Logistics' proven track record with us, will continue to allow us to provide logistics solutions that add value back to our customer base."

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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**

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