Grupo CICE - Mexico.

Innovative port uses Master Terminal™ to consolidate competitive advantage

Grupo CICE is an integrated logistics company headquartered in Veracruz, Mexico. Servicing the Gulf of Mexico, the company's operations are centered around a quayside mixed cargo terminal located in Veracruz and an accompanying inland facility that serves as a container freight station and empty depot.

In a container-centric region, CICE have found a niche in the market by becoming the only company in Veracruz port that can handle and maneuver a range of different cargo types including bulk, break bulk, containers, vehicles, machinery and project cargo.

In order to consolidate this advantage, CICE required an upgrade of their homemade software systems. A single integrated solution was needed that could cope with the complexities of managing a multitude of cargo types.

The big decision

The decision to purchase a terminal operating system (TOS) was driven by a number of factors according to Genaro Mendez, Director of Information Technology at CICE: "Large efforts were being required to maintain our legacy systems. These systems were composed of several modules that lacked both integration and the ability to deal with new functionality that we were introducing at the port.

"We had a decision to make," said Mendez. "To completely redesign and rewrite all our software, or to look for a solution that could fast-track us to the same level as, or further than, our competitors."

A complex operation

In addition to a quayside port that handles approximately 160,000 TEU's annually, CICE connect to the hinterland with an extensive rail network, own two warehouses and have a separate depot area for the storage of empty containers and repair services. In order to maintain a cohesive and streamlined service for its customers CICE possess their own carrier company and a logistics business.

When selecting a software solution, CICE had to look at the bigger picture. What vendor could provide them with a single system that could handle the intricacies of their diverse business operations?

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"We reviewed several systems, most of which either specialized in containers, or if they handled general cargo were composed of a mixture of different systems," said Mendez. "Master Terminal offered us one system for all our requirements and has a very large list of useful features.

"We were particularly impressed by Master Terminal's ability to query and keep track of all cargo on the port, and monitor it in real time over vessel operations. Our port's legacy systems lacked a general cargo tally for vessel loading and discharging, so we could see the advantages of a system that would allow for integration between vessel operations and cargo controls on the ground."

Implementation and support

With an implementation record second to none in the industry, Jade were able to get CICE up and running in a short time frame, allowing the port to start realizing the benefits of Master Terminal.

"Jade Logistics' implementation methodology is clear and simple," said Mendez. "Their entire team approach the process with professionalism, and they ensured success in our case by configuring our system and developing customizations very fast. They also provided a very early 'hands on' experience for our trainees."

Mendez has also been particularly impressed with the level of support that the port has received. "Master Care is a proactive service, the Jade Logistics support team have a very high level of knowledge and respond quickly to solve issues. The monthly reports we receive are extremely clear, and have helped us to make adjustments in order to avoid any foreseeable service interruptions."

An innovative approach

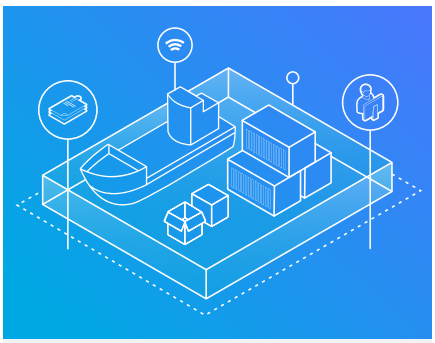
CICE has taken an innovative approach to their usage of Master Terminal, utilizing the software's flexibility to customize work order functionality. By leveraging Master Terminal's Web Services Architecture and CAMS (cargo activity messaging system), CICE has been able to build a streamlined process by which to take in data from a customer-facing web portal.

Much like an e-commerce site, CICE's customers can select the services they would like CICE to perform, chiefly cargo being delivered to, or picked up from, the terminal. The solution also provides the required output to support billing for the services that were completed.

Surviving in a global economy

By providing facilities to handle mixed cargo, CICE are offering an alternative to the more one-dimensional container-specific terminals. The introduction of Master Terminal, a TOS designed to handle the complexities of managing mixed cargo, has allowed CICE to streamline processes and ultimately increase throughput.

"Efficiency is the only form of defense for a service business," said Mendez. "To do more with less resources in a record time, is always the goal for survival in a global economy. This is particularly true of those of us in the maritime industry looking to service foreign trade. We are confident that Jade Logistics can help us in fine tuning our business processes and controls to achieve the efficiency we expect."



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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