



How small and medium sized terminals can achieve efficiencies with the resources they have.

Container shipping is undergoing a sea change. Increased capacity driven by the trend towards larger vessels, and clients demanding better and faster services presents both challenges and opportunities for port operators, large and small.

Big ports with deep pockets can undertake expensive dredging projects and invest in super post-Panamax cranes to attract the megaships servicing the high volume routes.

Small to medium sized ports often don't have the same access to capital yet still have to remain competitive, attractive to customers, and profitable. These ports have to spend their investment dollars wisely, and may have to evaluate different types of expenditure, choosing between new software technologies and processes or capital investment.

But what is the best way for your port to increase its efficiency? Do you have the processes and systems in place to be able to handle a dramatic increase in cargo quantities? Are you simply following the pack by making high capital infrastructure investments? How do you best spend what budget you do have?

Small to medium sized ports often don't have the same capital as big ports, yet need to stay competitive to attract business.

What first?

A good place to start is looking at how a terminal operating system (TOS) can help realize efficiency gains from the ship to the gate and everywhere in between. It can also be a logical first investment ahead of high-value infrastructure spending.

As the first step on the automation ladder, a TOS can help port operators to work smarter, using the software to extract more value from the assets they already have. With minimal capital outlay, a TOS significantly reduces the level of risk traditionally associated with large capital expenditure projects.

The lower outlays and shorter implementation times can also provide a faster return on investment, allowing terminal operators to manage risk profiles more effectively as productivity and efficiency increases. This ensures that when the time comes to purchase expensive machinery, the terminal operator can hit the ground running and be even more aggressive in the market.

Where to focus

There are a number of areas in terminal operations where even the smallest of changes can have a significant impact on how you run your port. But first focus on the core areas of your business and look for ways to reduce downtime and increase performance.

Time and again we find that there are three areas that provide multiple opportunities for change:

- 1. At the gate:** particularly online vehicle booking and pre-notifications
- 2. In the yard:** especially management of machines
- 3. General business operations:** improving visibility of performance

Streamlining gate operations

can result in a positive flow-on effect throughout the terminal. Move from chaos to calm by pre-booking vehicle visits, pre-notify cargo through online web portals and use mobile devices for faster checking at the gate.

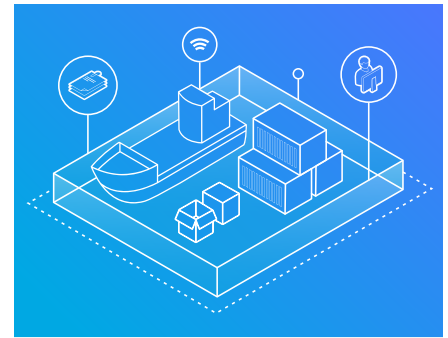
In the yard, use the TOS to auto-plan yard areas, and set up and manage designated sub terminals.

Manage the movement of yard machines more effectively by using in-cab mobile devices to queue jobs and ready cargo for pick-up and delivery.

Business operations. Use the data from the TOS to identify and manage cargo transactions to avoid revenue leakage, and use reporting to provide increased visibility of any bottlenecks across the operation.

The sheer scale of operations at a port, the number of players involved and the pressure to do things better and faster than before are just some of the complexities facing terminal operators. Small to medium ports should seriously consider a TOS as a way to deliver more with less, and a way to bring about efficiency and control.

With control comes profit, a greater ability to respond to competition, and the ability to secure the future of the terminal's operation. As one client told us, "Efficiency is the only form of defense for a service business. To do more with less resources in a record time is always the goal for survival in a global economy."



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***