



# Finding calm in the chaos.

*Invest in a terminal operating system (TOS) to alleviate risk and stress levels and help your port gain a competitive advantage.*

## Into the storm

Ports can be chaotic places with clients demanding better and faster services, and it's only going to get worse. As globalization proliferates, greater volumes of cargo are being shipped internationally. To handle this, mega-ships are being introduced. This has a cascading effect; bigger vessels are visiting smaller terminals as a result of mega-ships taking over the highest volume routes.

Larger, wealthier ports are introducing automation to help manage their operations. But how are small- and medium-sized terminals supposed to cope with this pressure to deliver more with less? They often don't have the financial resources of their larger counterparts to be able to automate, and are confronted by a number of challenges.

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Purchasing a TOS provides a faster ROI, poses less risk, and ensures a more streamlined operation than investing in tangible capital assets.

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### Challenges of a small/medium port:

I need to remain competitive, attractive, and profitable.

I don't have a seemingly unlimited budget like the mega ports.

I need to spend my investment dollars wisely.

Where are the greatest returns?

*From new software technologies and processes, or capital investment in infrastructure and heavy equipment?*

How can I realize a faster ROI?

It can all become overwhelming. So how can today's ports alleviate this stress and gain an advantage over the competition? The answer: *Efficiency*.

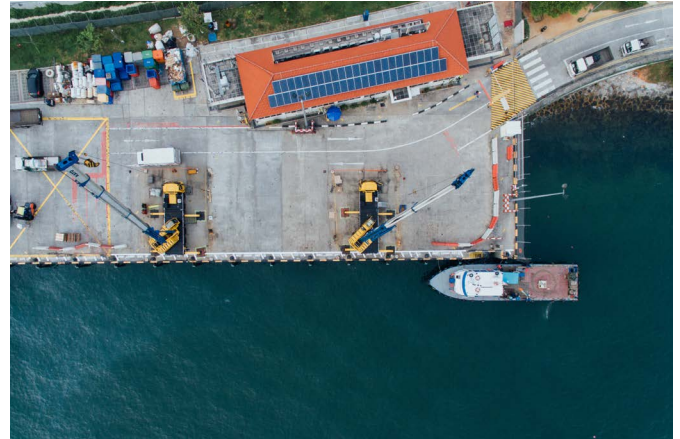
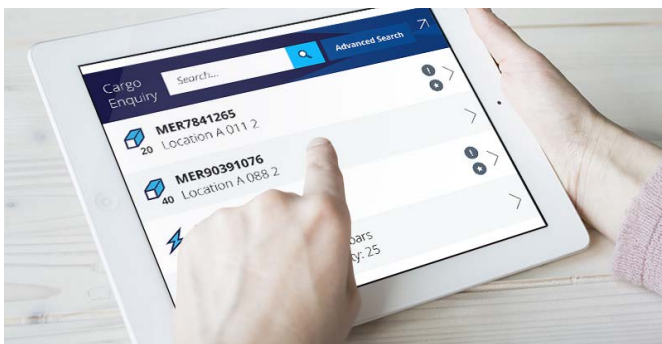
### There are many ways a port can improve its efficiency

As ports around the world prepare for the onslaught of larger ships, the temptation is to dredge harbors and invest in super-post-Panamax cranes that can expedite loading and unloading operations.

But is this 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?

A way to help you realize efficiency gains across your entire operations is to invest in the right terminal operating system (TOS). From the ship to the gate and everywhere in between—including yard, rail and road, in-machine, and back office—a TOS touches all areas of your operations and is a logical investment to make before you dredge or purchase heavy equipment.

By investing in the right TOS you are working smarter. With a minimal capital outlay you can keep the assets you currently have, use software to make them work harder, and extract more value.



### Risk and reward

Investing in a TOS as your first step on the automation ladder can significantly reduce the level of risk traditionally associated with heavy infrastructure purchases such as new cranes. It's all about how you manage this level of risk, the speed at which you can realize returns, and the value that those returns provide.

With a lower level of upfront expenditure and less time for implementation, the addition of a TOS provides a fast return on your investment, allowing you to manage your risk profile more effectively as you build towards increasing productivity and efficiency throughout your operation. This will ensure that when you do make the decision to purchase machinery you are able to hit the ground running and be even more aggressive in the market, further reducing risk and increasing value.

### Core areas you can put under the microscope in the search for calm

There are a number of areas across your terminal where introducing even the smallest of changes can have a significant impact on the running of your business. So where do you start? Focus on the core areas of your operation and look for ways to reduce downtime and increase performance.

Three areas that provide multiple opportunities for change are:

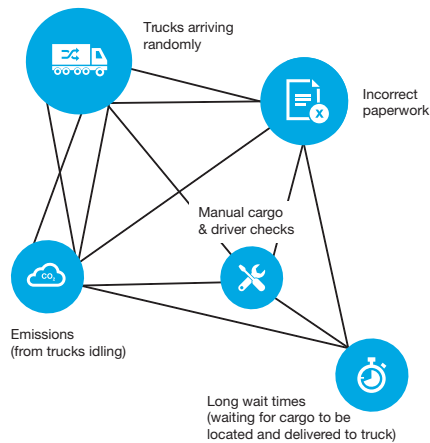
1. **At the gate:** particularly online vehicle booking and pre-notifications.
2. **In the yard:** especially management of machines.
3. **General business operations:** improving visibility of performance.

## At the gate

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

### CHAOS

The **chaos** of a multi-lane entry point



### CALM

The **calm** from streamlined processes and systems



“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.”

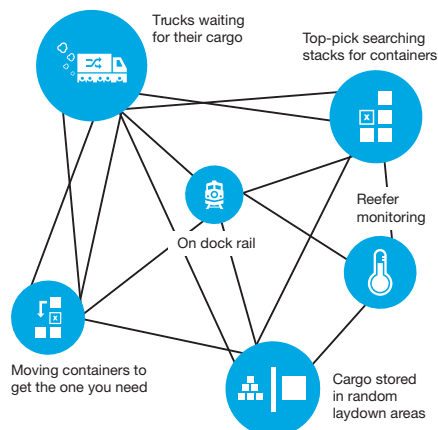
GENARO MENDEZ,  
CICE, MEXICO.

## In the yard

Bring calm to your yard by using your TOS to auto-plan yard areas and set up and manage designated sub-terminals. You can also manage the movements of yard machines more effectively by using in-cab mobile devices to queue jobs and ready cargo for pick-up and delivery.

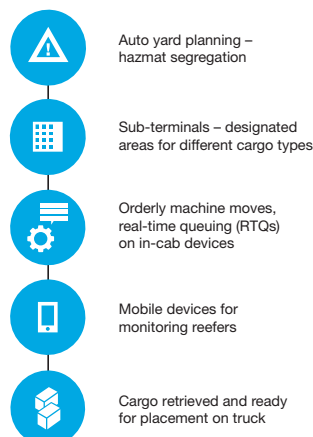
### CHAOS

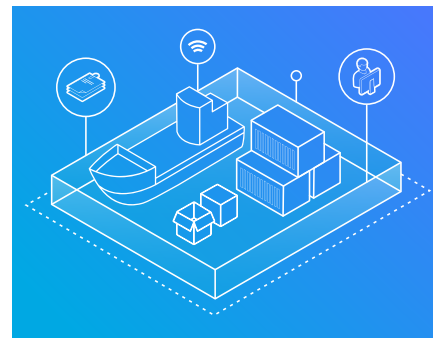
The **chaos** of a busy yard



### CALM

The **calm** from streamlined processes and systems



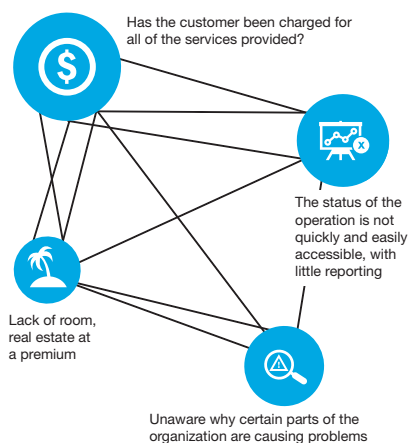


## Business operations

Use data from your TOS to avoid the chaos of a fragmented organization. Identify and manage cargo transactions to ensure you avoid revenue leakage and use reporting to provide increased visibility of any bottlenecks across your operation.

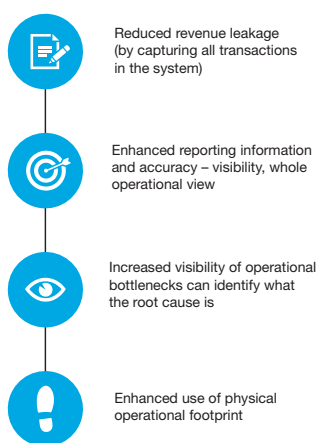
### CHAOS

The **chaos** of a hectic operation



### CALM

The **calm** of a well-run business operation



## 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](http://jadelogistics.com)

## Finding the calm

The sheer scale of operations on a port combined with the multitude of players involved can often bring about chaos.

With so many moving parts on a port, you need to analyze your whole operation and identify where you can seek out efficiency gains.

Some gains will be small, others more significant. Importantly, it is the cumulative effect of all these small and large gains that will ensure a faster return on your investment than if you sink finances into costly infrastructure such as cranes and machinery.

A TOS is how you bring calm to all of this chaos, and take some control. With control comes profit and a greater ability to secure your future.

If you've got a TOS, it doesn't mean you're not going to invest in capital assets. You are. You'll just be calmly going about your business; you won't be running on the spot.