Media Release

Grupo CICE goes mobile with new Master Terminal web-based apps

Christchurch, 06 October 2017

As one of the principal terminals handling mixed cargo in the Veracruz Port, and wanting to maintain its growth, Jade Logistics' customer, CICE welcomed the opportunity to be part of the beta program to test the new Master Terminal web-based mobile apps.

The suite of 30 web apps spans CICE's entire port operation from splitting and merging cargo through to loading or unloading a truck, and replaces their long-serving Windows applications. CICE, who are forward-thinking technology enthusiasts, rigorously tested the new apps over a two-month period, working closely with Jade Logistics to ensure the functionality developed would deliver real benefits to their port.

Genaro Mendez, Director of Information Technology at CICE commented that the new web-based apps were a welcome addition to the company. "Today's terminals must be more responsive; they must adapt to new technology quickly to remain competitive. We recognized the benefits the web apps would deliver and made the decision to upgrade as soon as they were released" he said.

One of the appeals for CICE was the cost savings on hardware devices. "We no longer need to invest in expensive ruggedized equipment. Today's readily available and inexpensive tablets and smart phones, with a supported web browser, are all that is required to use the apps," says Mendez.

With the ability to record events as they happen, CICE have the information required to make business decisions on the spot and can monitor real-time KPIs such as truck turnaround time and vessel discharge times to allow better, more accurate reporting. Capturing data as it happens also helps to reduce revenue leakage.

Staff at CICE have quickly adapted to using the new apps, with Mendez saying "Our workforce have found the apps easy to use, responsive and intuitive, which reduces staff training time and cost. Maintenance and upgrades have also been seamless through the Master Terminal upgrade functionality".

ENDS

For more information contact

Tony Davis
Director of Marketing
Jade Logistics Group
M +64 21 886 696

About Jade Logistics

At Jade Logistics, we've developed the expertise required to solve the complex problems of managing a variety of mixed cargo. From mixed cargo ports in Ghana to railways in Europe, Jade Logistics provides the tools you need to become competitive.

Since 1993, Jade Logistics has been designing, building, and supporting innovative software for organizations in the specialist logistics industries.

Our people have extensive experience and understanding of the global logistics industry, which provides the foundation from which we build trusting, long-term relationships with our customers.

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

For more information, visit us at jadelogistics.com