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Surge in Sea Cargo

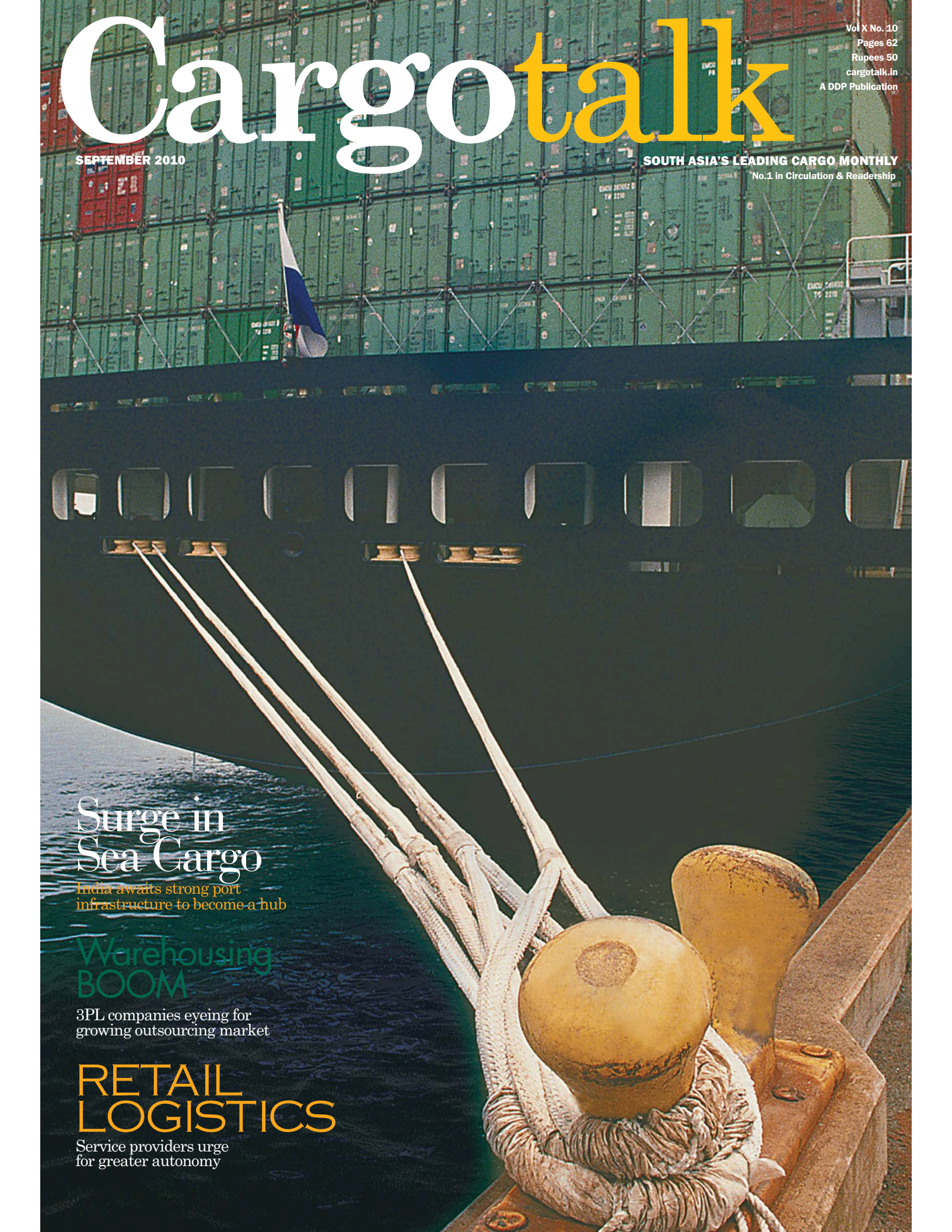
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Sanjay Mehta

Business Intelligence for Cargo Terminal Port

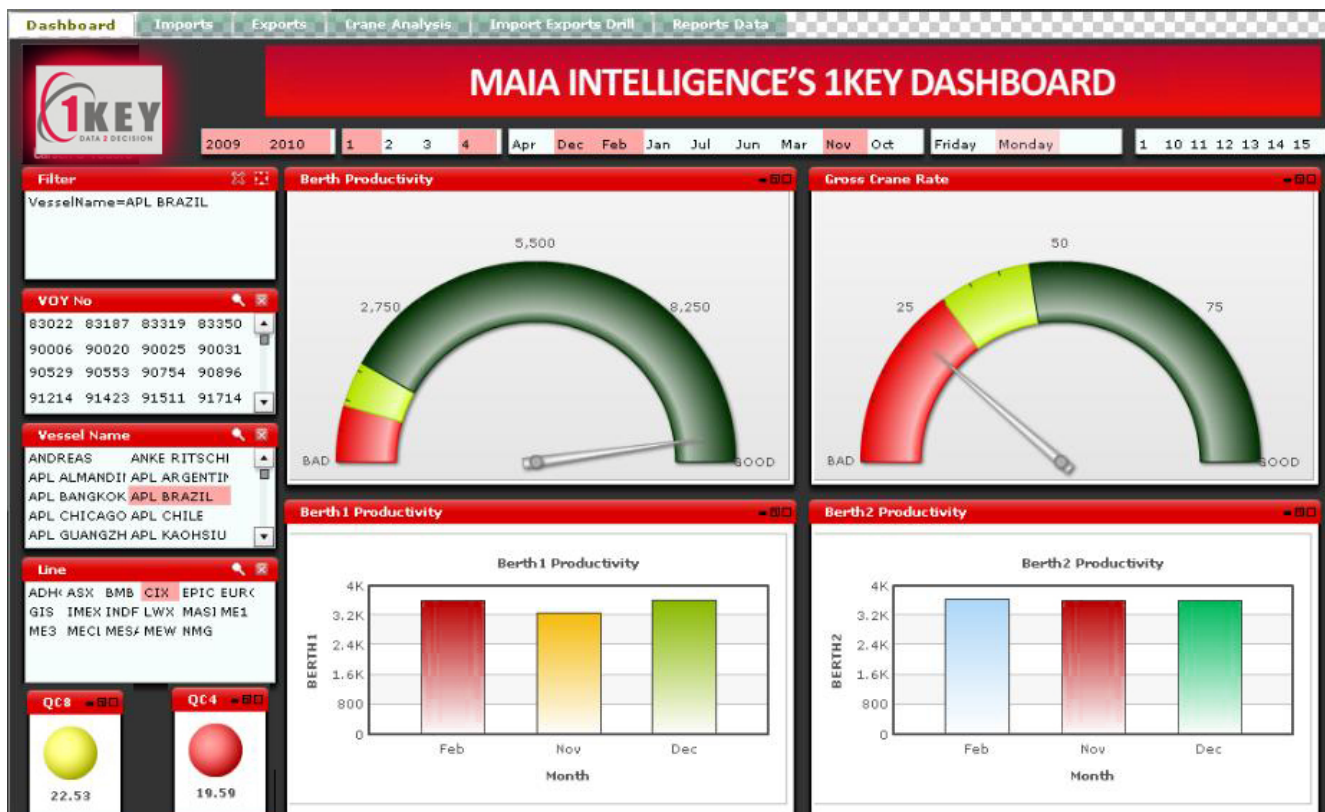
Ports and terminals around the world face the challenge of reducing equipment and labour costs, managing growth without large capital investments in land and berth space and developing new technology. Business Intelligence (BI) addresses all the challenges, by providing comprehensive terminal solutions for real-time planning, management and control of port and terminal operations and inter-modal facilities, said Sanjay Mehta, CEO, MAIA Intelligence. **CT Bureau**

There is a pressure from owners and customers to augment profitability and increase throughput, to exceed customer service goals and prove a return on their information technology investment.

BI can optimise a terminal's performance by utilising its port resources more efficiently. BI Reporting Analytics, combined with KPIs & Dashboards, helps executives at terminals to get the right information at the right time and make strategic decisions faster through alerting, scheduling, reporting, forecasting, auditing and making predictive analysis.

Business Intelligence (BI) Features

The terminal business is highly mission critical and a 24/7 operation, involving varied applications across the domains



of operations, services and engineering. Since each department is putting data into different systems, consolidation of reports is a huge task and so is determining its accuracy. These and text based applications make the “timely” data analysis critical and challenging. With BI, companies can analyse data that was not attemptable earlier. The savings from BI are therefore myriad- less time required to make reports, analyse information and therefore make faster decisions.

Importance in India

According to Mehta, BI technology adoption and recognition of its importance in India, are definitely on the rise. The maturity of BI adoption can best be seen with the new economy companies, including those in the marine cargo terminal sector. Currently, many marine cargo terminal companies have deployed and stabilised ERP/CRM/SCM/HRM or core business (transactional) applications and are thus looking for a tool that can leverage the IT investment in these packaged applications. “We are seeing great interest from verticals, such as Marine Terminal Cargo companies for adopting BI for increasing their competitiveness and transparency, respectively,” he said.

In India, there is a general awareness on the theory and concept of BI. They are spearheading BI adoption by going in for separate BI units within the organisation to provide the ‘right’ product to the ‘right’ customer at the ‘right’ time and price. This industry is one of the early adopters of BI in India. Presently, the demand for BI solutions is largely being driven by MNCs and large enterprises. BI solutions seem to have gained more acceptance and significance in cargo industry where time plays a pivotal role in the future of the company.

Gartner Report “Hype Cycle for ICT in India 2008,” expects BI market in India to reach U.S.\$ 46.8 million by 2012. India is a huge market for Business Intelligence and is fast growing with double digit figures even in this slowdown. The overall BI market in India is at a nascent stage, with a huge opportunity for vendors to capture. BI

can deliver on this promise if deployed successfully because it can improve decision making and operational efficiency, which in turn drives the top line and the bottom line.

As per NASSCOM ZINNOV INDIA Software Product Business Study report, BI is on 3rd opportunity priority list for Indian software product companies.

Some of the Analysis which can be done with BI:

1 Yard Inventory Performance Analysis, which is an interactive visual model, allows executives to understand the Container Movement Impact analysis by container size. Executives can further analyze on the basis of commodity and size.

2 QC (Cranes) Analysis allows executives to understand about QC productivity i.e. information on load, unload and total performance ratio of QC in last one hour, in last 24 hours, which type of container has been moved in the last one hour (20 footer, 40 footer, empty, full containers) and movement analysis (load, unload and total movement).

3 Truck Turn Around Time Analysis, visual model allows executives to understand the collective turnaround time of trucks by Gate, by Truck, by container and container size. Executives can further compare per truck performance (for twelve months) according to the container type and size.

4 Vessel Productivity Analysis allows executives to understand about Vessel Productivity, including hourly comparison of container movement including loading and unloading and also give information on how many containers have entered in last one hour.

The purpose of a marine terminal operation’s dashboard is to allow the marine terminal management to monitor yard operations in real time and to alert them on unforeseen problems. Marine terminal operations fall into three main areas in terms of production management:

- Crane operations from/to vessel and train/truck

BI can help...

OPERATIONS

- Railway movement
- Internal & outside truck movement
- RTG movement
- QC (Quac Crane) movement
- Berth productivity
- Ship production
- Shift production

COMMERCIAL

- Revenue in terms of service
- Productivity in terms of service, line and voyage

CLAIMS & CONTRACTS

- Vendor Data Analysis and comparison
- Claims for accidents and near misses
- Third party as well as one’s own claim tracking

FINANCE

- P&L analysis
- Outstanding receivables / payables
- Customer / vendor ageing
- B/S comparisons and analysis
- Budget v/s actuals and monitoring
- HR – Head count reports
- Attrition rate
- Blue/white collar analysis

- Yard production of container stacks
- Container parking and rail cars and gate operations involving entry and departure into the terminal

These dashboards help the operational users to avoid confusion at the ports in terms of long queues of trucks awaiting access to terminals.

With BI it is possible to get single unified data view of an enterprise and get benefits like saving time, accuracy, authenticity of report, manpower saving and much more. BI turns data into actionable information. It helps monitor, measure and analyze the health and performance of a terminal’s operations. 🌅

USERS OF BUSINESS INTELLIGENCE COULD BE...

- Shift Managers
- Gate Manager
- Maintenance Head
- Finance Users
- Commercial Managers
- Heads of Departments