

Global standards in Maritime and Ports: **improving the customer experience**

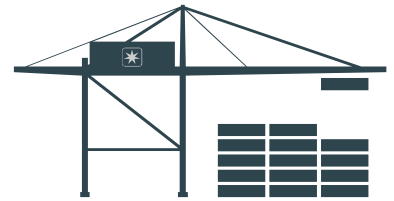
For shipping to become integrated partners in the value chain, it will need to use **global standards** and **definitions**.

Capt. Andreas M. van der Wurff

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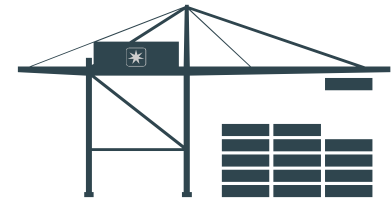
10 October, 2017

Agenda



- **What is the current status?**
- What is the progress in standardization?
- Challenges in the process.
- Q&A

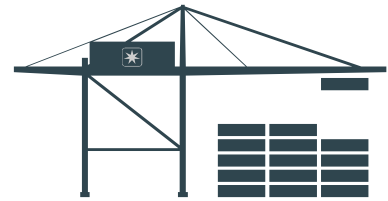
What is the current status?



Taking a step back to 2016:

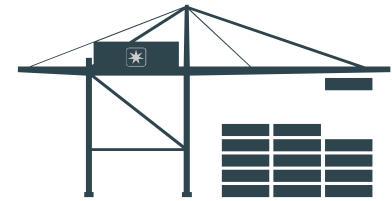
- It was identified in order to **increase efficiency** of a port call it is **crucial** to **share standardized event data and information** that is timely **available** and visible for the **relevant actors** in a port environment
 - the port
 - the service providers
 - the terminals
 - the shipping lines

What is the current status?

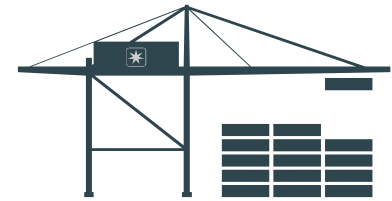


- Efficiency in logistics operations in ports can be achieved by **applying a standard.**
- The use of **global standards** is **essential**, the **GS1 EPCIS** framework is designed for sharing **physical event data**, however it is not designed for **planning** events.
- GS1 EPCIS in conjunction with the **CBV** (Core Business Vocabulary) is **widely used** in hinterland logistic nodes connecting to the deep sea transportation node.
- The GS1 CBV needs to be **extended** to cater for the deep sea link of the E2E supply chain

What is the current status?

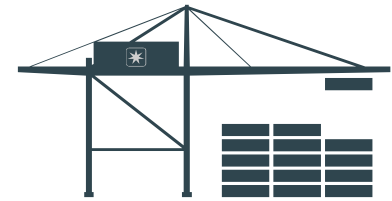


Port Call Optimization



video port call optimization

What is the current status?

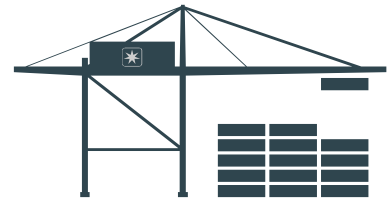


In an E2E value chain with **standardized information** flows, the **port** will act as a **critical node** inside this value chain, and facilitates **interaction** between **deep sea** and **various other transport nodes** in the intermodal supply chain which connect with the ports hinterland, such as **barge, rail** and **truck**.

Shippers / customers increasingly demand for **reliable** and **up-to-date visibility** of the physical location of their **goods**.

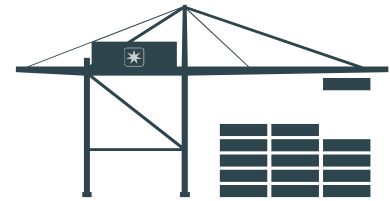
Therefore the intermodal transport nodes can **no longer act independently** and **must connect** with the **port node** and its actors.

What is the current status?



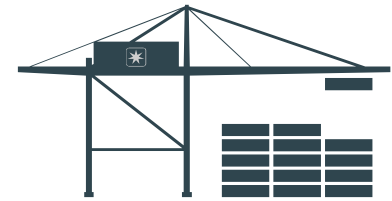
- The GS1 EPCIS and CBV are widely used in the hinterland logistics process.
- GS1 EPCIS is being extended to cater for **deep sea requirements**, including **planning events** to enable shippers and customers to connect to ship, terminal and port planning to optimise the hinterland logistics value chain.

Agenda



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What is the progress in standardization?



After a call for action during a IHMA congress in 2006 by the shipping industry, the IHMA and the UKHO have been working hard to come up with a structure for port information.

IHMA and UKHO PORT INFORMATION PROJECT:

FUNCTIONAL DEFINITIONS FOR NAUTICAL PORT INFORMATION

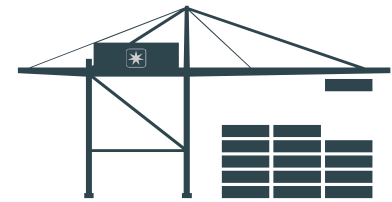
Nautical port information standards published

- The long-term cooperation in the international taskforce(*) **Port Call Optimization** has resulted in a set of standards.

(*) *This taskforce consists of various **stakeholders, ports** and the **business community**.*

- These standards were published in September 2017 and cover the **functional definitions** for nautical port information.

What is the progress in standardization?



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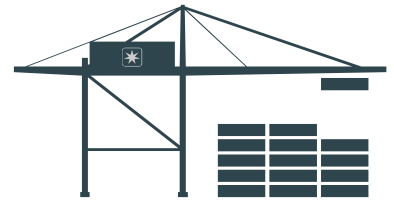
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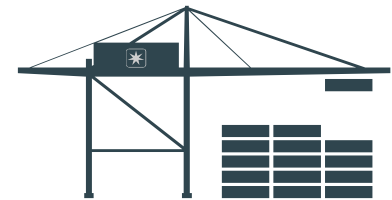
- Using these standards as a **base** opens up possibilities to **optimize** the **services** to the customers in the logistics or value chain, but also **develop new services** that make the value chain more efficient.
- Optimized services translate in visibility in the value chain following the **GS1 EPCIS standard**:
 - What, When, Where, Why

Agenda



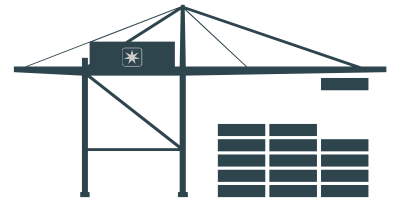
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Challenges in the process.



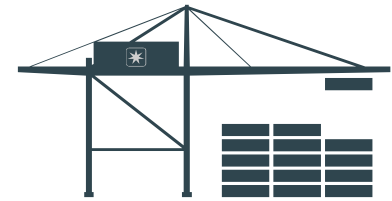
- The **main challenge** remains the **reliability** of the data provided and to follow the standardized format:
 - Vessel number (IMO number)
 - Berth number (GLN number plus extension for bollard/manifold)
 - Planned time of arrival at berth (PTA berth)
 - Estimated time of completion cargo operations (ETC Cargo)
 - Actual time of completion cargo operations (ATC Cargo)
- Implementation of a **standardized planning data set** in the GS1 EPCIS CBV environment is **crucial** to create the much needed link between the deep sea node and hinterland node in the value chain.
- Shippers and customers **expect visibility** and **transparency**; the actors in the E2E value chain cannot deliver that yet.

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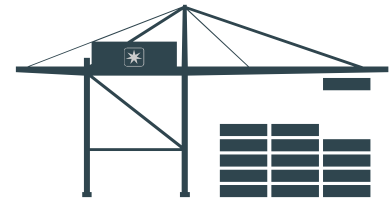
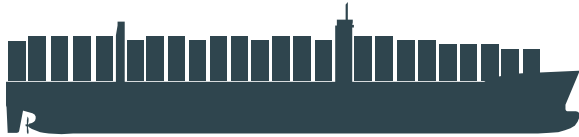
Some further information



links to Port Call Optimization

[port call standards](#)

[video port call optimization](#)



Thank you for your attention.

Capt. Andreas M. van der Wurff
Maersk Line