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.

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Agenda

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

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?

Nautical port information standards published

- 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
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• What is the current status?
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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.

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