Post Call Optimisation
The importance of Master Data

Application of Gs1 Standards enabling safe Port Calls.

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Why is Master data important?

• This is how the project started back in 2006.
• After the initial call for action of Maersk Line many others followed: BP, Shell, Exxon, MSC, CMA-CGM, K-Line, etc. etc.
• Especially in the trading industry the need for quality nautical data is high.
Traders, Charterers, Brokers

• When cargo seller and cargo buyer sign a contract, this is temporary contract, based on subjects.
• The cargo seller or cargo buyer needs to find a vessel to ship the cargo.
• As a charterer of a vessel he/she is responsible to select a safe port / berth.
• So before signing the charter party, he/she wants to be dead sure the vessel can safely arrive and depart and lie alongside.
• The consequences of not having a safe port or berth can be enormous: one single accident results in claims of about 150 Million Dollar.
15 cm extra cargo on board means a lot to the industry:
- VLCC: about 30,000 US$
- 15,000 TEU vessel: about 110,000 US$ to 190,000 US$, depending on freight rates
Planning of vessel

• When it is safe to arrive, depart and lie alongside is very important for planning all services related to the port call.
• That all depends on e.g. maximum tide, maximum wind or minimum visibility that makes it safe for a particular ship to arrive at or depart from a particular berth at a particular day.
• One hour delay at a berth is about 3.000 US$, depending on the distance to the next port.
Qualification

Need to assure quality of data

ISO certification:
1) Consistency
2) Accuracy
3) Validity
4) Completeness
5) Availability
6) Timeliness

Very many stakeholders benefit:
Traders, Charterers, Brokers, Pilots Shipping Lines
Hydrographic offices, Charting services etcetera
What is the berth name?

Right now the quality of port and berth data is not always reliable.

It all starts with: **What berth are we talking about?**

Today berths are identified by names.

**HOWEVER** many parties identify the SAME berth by DIFFERENT NAMES.
Global Location Number
Global Location Number can identify:

- Any type or level of physical location (hierarchy)
- A company’s physical locations, e.g. store, warehouse, berth in a port
- Organisation as an entity
- A company’s legal and functional entities
What would that look like in a port

GLN for entire Port and GLN for main areas in the port
What would that look like in a port

GLN for waterway sections
GLN for basins
What would that look like in a port

GLN for individual berths
All Master Data now linked to GLN;
GLN unique across ALL ports worldwide; No risk of confusion
Results

Result is that we have **3 unique numbers:**
1. IMO number of the vessel
2. GLN number of the berth
3. Date and time

Enabling reliable vessel-berth compatibility check: safe to arrive, lie alongside, or depart all in line with the contract with the vessel owner.
Results

Reliable electronic charts on the bridge of the vessel