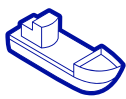




Messina Line.



What Messina really wanted to achieve was having a single picture of their information

A bridge over the ocean

A venerable Italian shipping company, the 90 year old Ignazio Messina & Co (Messina Line), describes itself as a “bridge over the ocean”. It provides Roll-On/Roll-Off (RORO) shipping services between the main ports in the Mediterranean (Genoa, Marina di Carrara, Naples, Marseilles, Barcelona and Castellon) and the Eastern Mediterranean, North, East, West and South Africa, the Middle East and the Indian Subcontinent.

Key to its operations is a home terminal in the heart of Genoa, one of the main Italian ports. Located close to the motorway system, it connects with six inland terminals in the most strategic industrial points of Northern and Central Italy, and is equipped with dedicated railway sidings and truck gates. It is the largest terminal handled in terms of containers and general cargo in the old Port of Genoa.

Extending over 253,355m², the terminal operation has seven portainers, four transtainers, 63 fork-lifts, up to 45 tons capacity, 23 truck-tractors, 59 semitrailers and 20’/40’ mafi roll trailers, 1 railway tractor and 77 wagons.

Master Terminal™ at Messina Line

- RORO and mixed cargo capabilities
- Every transaction recorded
- Single integrated system with one view of all operations
- Multi terminal
- Strong relationship between Messina and Jade Logistics

Diversifying in a tough economy

"We have a very good terminal with a high level of productivity," said Mario Liguori, Project Manager at Messina Line. The challenge for the company's terminal operation is finding smarter ways of managing the business. With the European economy in a tough space, the terminal operation is looking to diversify beyond its owner's business and service other shipping lines.

"Every terminal has an indicator for benefits – e.g. rate of containers you can load per hour," said Liguori. "Because we have fewer vessels and they are doing RORO and mixed cargo it's different. It's hard to improve the loading average with different decks and cargo simply through the use of a new computer system."

What Messina really wanted to achieve was having a single picture of their information so that they could record and track every transaction through the port, and therefore the information to make smarter decisions faster about their operations.

Finding a terminal operating system (TOS) to suit Messina's specific requirements wasn't straightforward, Liguori said. "We wanted to use it to manage general cargo, we are not just a container port. We have all sorts of cargo – cars, trailers, etc. Most products are only able to manage containers."

A specific requirement was the ability of the system to accommodate planning for RORO shipping. "This was very important in the choice of the TOS, as the Messina fleet is composed 90% of RORO vessels."



The flexible TOS

After evaluating all of the main software vendors, Messina Line selected Master Terminal from Jade Logistics as their new TOS and began an extensive analysis of their requirements to ensure a smooth implementation of a single, integrated system to replace a multi-system environment.

"We are not a traditional terminal so from an operational point of view Master Terminal is better because it supports multi cargo," said Liguori.

As this was a significant operational change for the company, Messina carefully planned and implemented Master Terminal said Liguori. "We set up a test-room, in which we replicated all aspects of operations in 'true life', using physical and emulated handhelds, tablets, vehicular PCs.

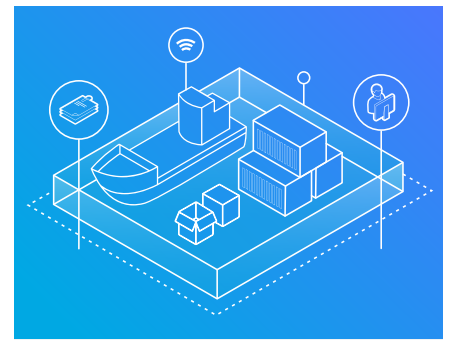
"We also organized courses for all drivers and workers across the terminal, dividing participants into appropriate groups: super users taught all users their new duties, including assigning the proper security roles to all offices."

A better way of working

Messina has developed a strong relationship with Jade Logistics and its team of industry and technical experts. "With Jade's efficient management and developers, it was possible to develop a good system to suit the needs of our terminal, and fully interface with the shipping line system," said Liguori.

The benefits have not been focussed on rapid tonnage increases, but more on ways of working that are smarter and make them more competitive. "The idea was not a big increase in throughput but to have a better way of working. In the lower decks of a vessel you have to go slowly and the system can't help you go faster.

"The main benefit is having one system rather than lots of homemade systems. There were lots of gaps in the old systems and it was quite confusing. They were made by hand and were very complex. From an operational point of view, Master Terminal is better for us," said Liguori.



About Master Terminal from Jade Logistics Group

Designed to handle all cargo types in one integrated system, Master Terminal is the world's leading terminal operating system (TOS) for mixed cargo ports.

Master Terminal is licensed at over 120 terminals worldwide, from vehicle terminals in Italy to steel terminals in North America.

Implementation is the key to success, and our implementation record is second to none in the industry. Our proven and robust methodology, partnership approach, thorough training and unrivaled implementation timeframes deliver tangible results fast.

Jade Logistics has been designing, building, and supporting innovative logistics software since 1993. Our experienced people understand the global logistics industry and are the foundation on which we build long-term relationships with our customers.

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

For more information, visit us at jadelogistics.com