



## *Technology improvements provide powerful business insight and reduce reporting cycle by 50 percent*

Port Nelson attracts a number of international shipping lines with its broad range of tradable products, from fish and fruit to forestry products and fuels. In 2006, the port reported a record profit and handled 2,520,000 tons of cargo, with volumes expected to grow to three million tons within the next 10 years.

With this amount of inbound and outbound traffic, a robust and reliable business management solution was essential to provide the insight to run a successful operation.

### **Integrated solution replaces 200 spreadsheets**

Parke Pittar, Chief Commercial Officer at Port Nelson, recognized that an integrated IT solution would offer the necessary view of the business to improve efficiency and increase profitability.

“We were faced with a fast-growing assets base and limited cargo growth, but at the same time there was a requirement for an acceptable return on shareholders’ funds,” explains Pittar. “To facilitate optimal decision-making and ensure the best use of resources, we needed an in-depth understanding of our business drivers and processes. The multiple, old legacy systems that we were using had over 200 spreadsheets to make up for the lack of system functionality, integration and analysis capability. Something needed to change.”

“We were faced with the realization that a port can be operationally excellent but still lose money,” adds Pittar. “Our goal was to achieve both operational and financial excellence by reducing the number of systems, reducing operating overheads, and providing meaningful reporting information.”

As a result, Port Nelson undertook a major revamp of its technology infrastructure in 2005.

The port made a decision to use its existing terminal operating system (TOS), Master Terminal™, and build new functionality around it. The aging legacy finance and payroll systems were replaced with a Navision Finance solution and a PayGlobal HR and payroll system.

The Harbor Management module was added to Master Terminal to manage marine vessel scheduling.

“When it came to choosing a marine management package, the choice was obvious,” said Pittar. “Having already used Master Terminal successfully, we simply extended it to include the Harbor Management module to manage the movements of all ships going in and out of the harbor. It made sense to build onto the system rather than going with another standalone product.

“At Port Nelson, all IT investments need to meet the 3Fs criteria: functionality, flexibility and future proof,” said Pittar. “Jade Logistics met these with its solution which provided all the functionality we needed in a format that was flexible enough to be customized for our needs. We’d already used the system for several years so we were confident that it would still be available for many years to come and that the product would continue to evolve.”

The three systems are tightly integrated. Jobs are entered only once into the Master Terminal system ensuring that data integrity is maintained. There is 100% data integrity because it all comes from the same source.



#### New 3G system increases driver productivity

At the same time as the other system changes, the port saw an opportunity to replace its outdated Radio Data Terminals (RDTs) with a completely new enhanced solution using a 3G network, ruggedized laptops and a customized user interface.

The objective was improved functionality and flexibility while introducing an easier end-user experience for the port’s forklift drivers.

The innovative solution centers around ruggedized Itronix laptops which are mounted on a stable platform inside each forklift machine cab. Each laptop contains a cellular CDMA card connected to a GPS antenna, which allows it to access Master Terminal via the CDMA cellular network. The driver accesses the application via a touch screen which enables real-time access to Master Terminal via a ‘thin client’.

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As a result, drivers can quickly receive notifications of jobs, change the status of a container, move it in the system, manage tasks and search for container information, all from the cab of the machine.

“Jade Logistics worked in consultation with our drivers to provide a customized user front-end for the machine cabs which best represents the workflow. The number of screens has been reduced from 11 to just two,” said Pittar.

“By using a third party’s existing cellular telecommunications 3G network we did not have to replace our own network. We are not tied to a specific hardware infrastructure and, if we choose, we can change 3G supplier in the future or use another laptop design. The only constant is Master Terminal.”

The results speak for themselves. Drivers spend 50 to 70 percent less time entering data, which gives them more time to concentrate on driving. From a management perspective, all driver activities are recorded so they can be automatically charged for, reducing revenue leakage.

### Reporting cycle cut by 50 percent

Since making the technology changes, the most dramatic improvement for Port Nelson has been the quality and speed of reporting. The finance, payroll, cargo and shipping management systems now provide an integrated source of business intelligence, available from a single desktop application.

Both financial and non-financial information is easy to locate and understand, giving managers a complete picture of business operations including overall profitability. The reporting cycle has been reduced by 50 percent as many processes are now automated.

“Management reporting used to take 20 days. Now it takes ten and we plan to reduce this to just five days in the near future,” explains Pittar. “We also aim to further develop the 3G solution and roll it out to PDAs for other cargo related work.”

“When it comes to ideas and innovation, biggest is not always best,” concludes Pittar. It is important to find a vendor that not only understands the industry, but also the individual business as not all ports are the same. Jade Logistics’ understanding of Port Nelson and the cargo and shipping industry has been key to the success of our IT project and we will continue to work with them on future IT developments.”

## 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](http://jadelogistics.com)