

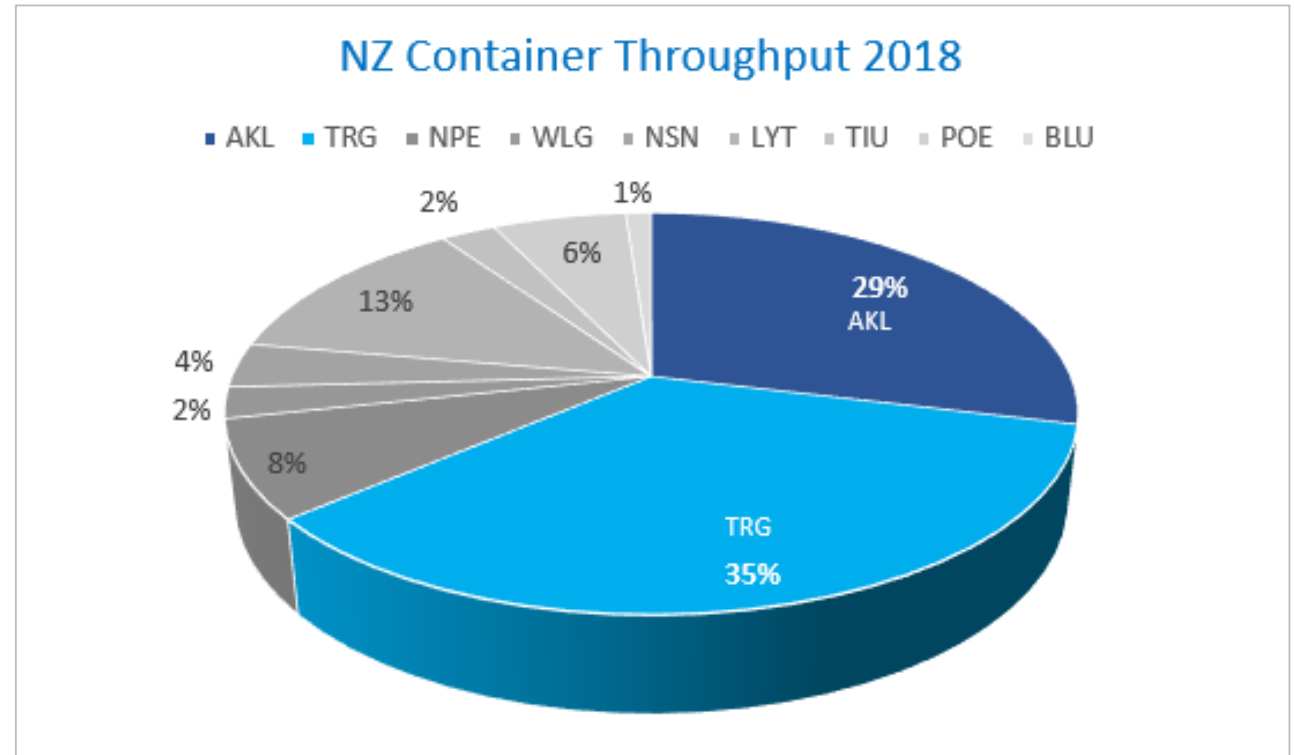
PORTCONNECT

Frenemies in the supply chain

Ports of Auckland & Port of Tauranga collaborating to enhance efficiency

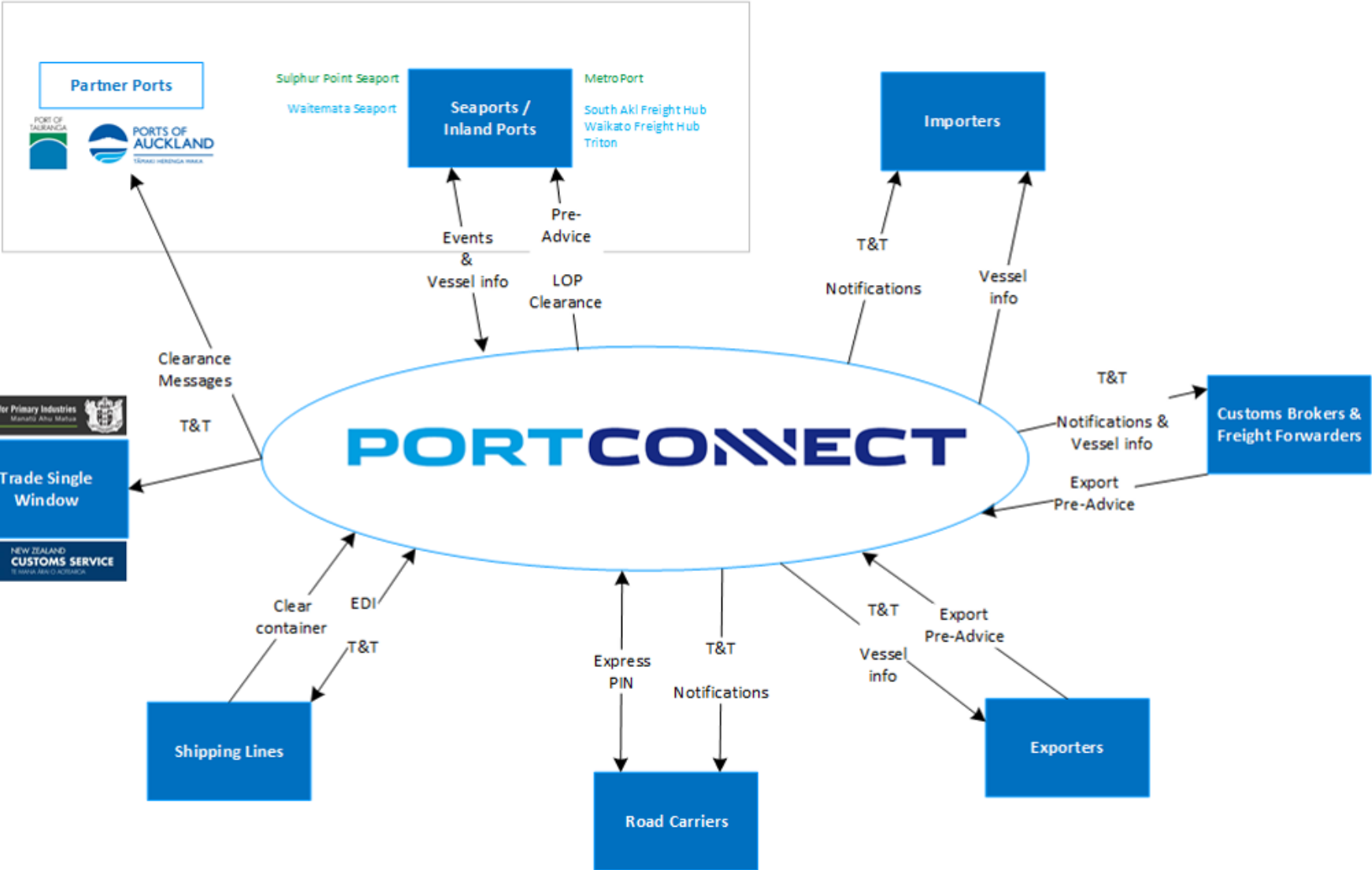
Who & what is PortConnect

- PortConnect is a 50/50 joint venture between the Ports of Auckland and the Port of Tauranga. PortConnect is the only port community system in NZ, we cover c.65% of NZ's trade.
- PortConnect provides an integrated online portal to global supply chain users interacting with NZ container cargo handling organisations, offering a variety of electronic tools to improve cargo handling accuracy and efficiency, minimise duplication, eliminate paper and enhance productivity.



PORTCONNECT

- EDI
- Shipping Line clearance
- Vessel Schedule
- Trade Single Window
- Container Track & Trace
- Event notifications
- Express PIN
- APIs
- Export Pre-Advice



Our Services



Vessel Schedule

Look up vessel visit details for Vessels in Port, Expected Arrivals and Recent Departures.



Track & Trace

Look up container details and event information. PortConnect provides a free 'Public' Track & Trace version and a subscription based 'Detailed' Track & Trace version



Export Pre-Advice

Submit Export Pre-Advice to our partner ports



Event Notifications

Receive email notifications when events occur against containers



Express PIN

Request and maintain Express PINs for transport companies entering Ports of Auckland



Clear Container

For shipping lines, set import clearances, security checks and empty return depots.



API

Our restful API allows application integration with vessel schedule, container visits and events



EDI

For shipping lines, Edifact messages including COPARN, COARRI, CODECO and VERMAS



Trade Single Window

Partner port integration with the clearance platform used by NZ Customs and MPI

Web User Interface

The screenshot displays the PortConnect web user interface. At the top, there is a navigation bar with the following items: PORTCONNECT logo, Vessel Schedule, Track and Trace, Services (with a dropdown menu), About, News, Help, and Account. The Services dropdown menu is open, showing options: Export Pre-Advice Online, NEW Export Pre-Advice, Express Pin Display, and Express Pin Request. Below the navigation bar is a large banner image of a Matson container ship at sea during sunset. The main content area is divided into three sections: 1. Track and Trace: A section with a search input field labeled 'Enter Container Numbers', a 'Search' button, a 'Clear' button, and a link to 'Advanced Search'. 2. Recent News: A section with a date '19 Jun 2019' and a headline 'Want an advertising spot on our fancy new website?'. The text below reads: 'We get around 30,000-35,000 hits a week on our track & trace page, so you will definitely be seen amongst users in the supply chain!'. There is a '[More]' link at the bottom. 3. Social Media: A section titled 'Tweets by @PortConnect' featuring a tweet from PortConnect (@PortConnect) stating: 'Arriving soon at Port of Tauranga - GLOBAL GARLAND arrives at MOUNT wharf on 19-Aug at 09:15'.

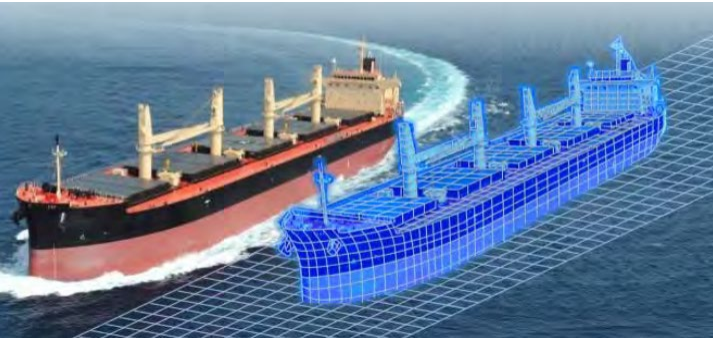
What's hot in supply chain tech?

Digitisation



<https://www.openaccessgovernment.org/blockchain-supply-chain/51937/>

Immersive technologies (VR / AR)

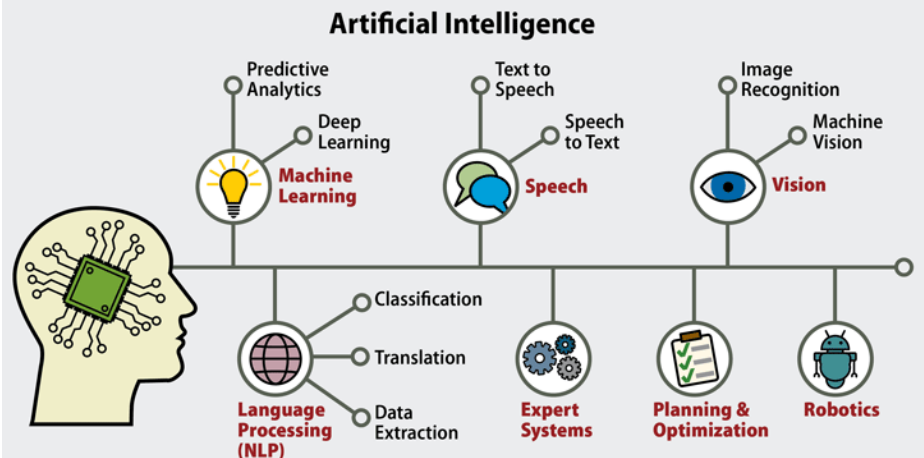


https://www.classnk.or.jp/hp/pdf/publications/Publications_image/classnk_magazine_no83.pdf

Digital twins



<https://www.information-age.com/why-internet-things-more-just-smart-fridge-123458485/>



<https://www.datamation.com/artificial-intelligence/what-is-artificial-intelligence.html>

Robotic Process Automation
Predictive analytics
Chatbots

IOT
Intelligent things
Autonomous cranes & straddles & vessels

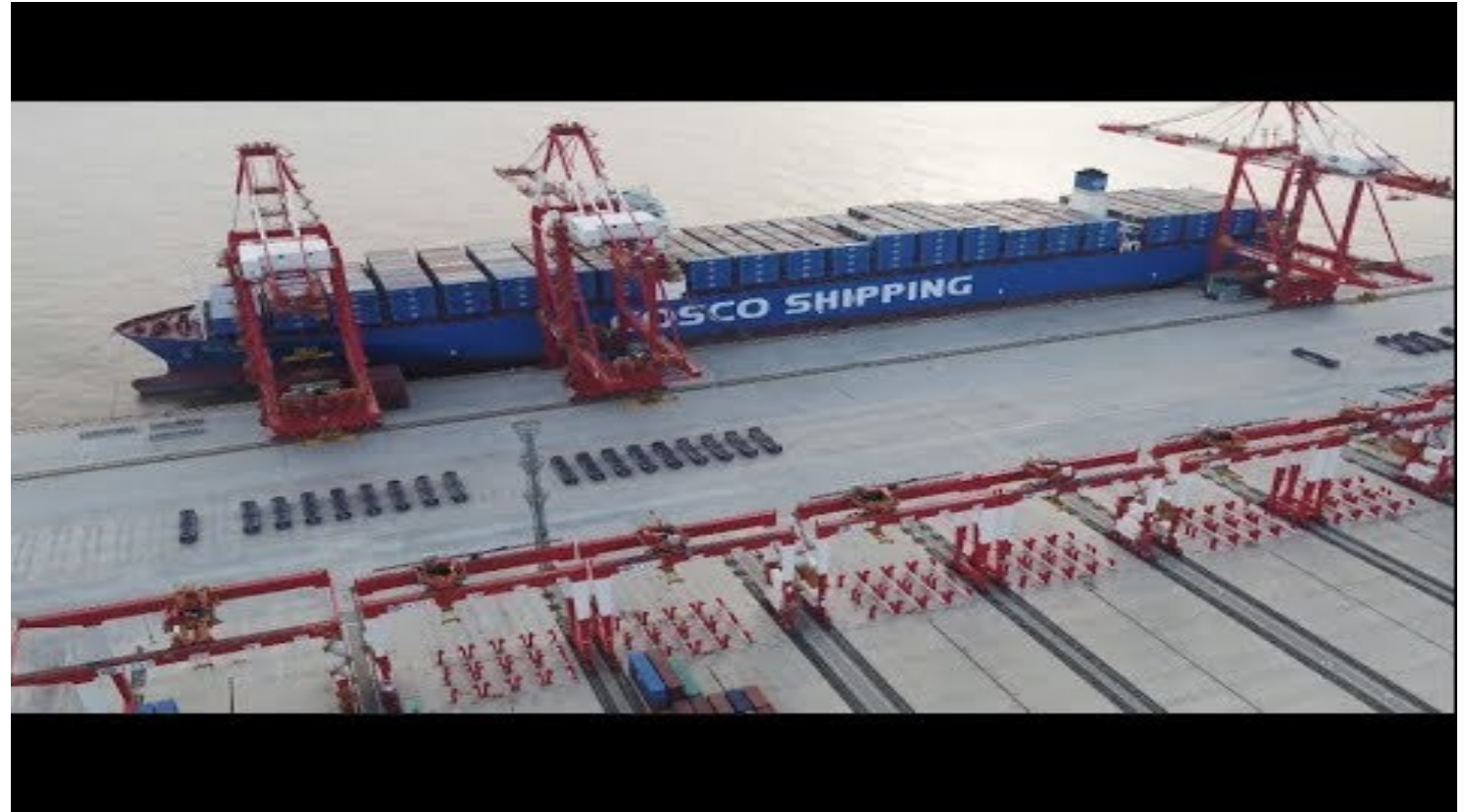
Smart ports

Top 5 smartest ports

- Port of Shanghai (40m TEU)
- Port of Singapore (34m TEU)
- Port of Rotterdam (13.6m TEU)
- Port of LA (9.3m TEU)
- Port of Hamburg (9m TEU)

- PortConnect (2m TEU)

- Ports of Auckland have started their automation journey and are due to go-live in Feb-20



Why are we all investing in technology?

- Consumers are demanding and the supply chain needs to service those demands
 - Wide choice of goods & services
 - More information available
- Competitive advantage
 - If you don't act, you get left behind
 - Maintain market share by minimising switching
- Efficiency and consistency of service delivery
 - Cost out/down initiatives
 - Inventory management & cash flow benefits
 - Visibility of demand
 - Eliminate guesswork and bottle-necks in the supply chain

**76% OF CONSUMERS
EXPECT COMPANIES TO
UNDERSTAND THEIR NEEDS
AND EXPECTATIONS.**

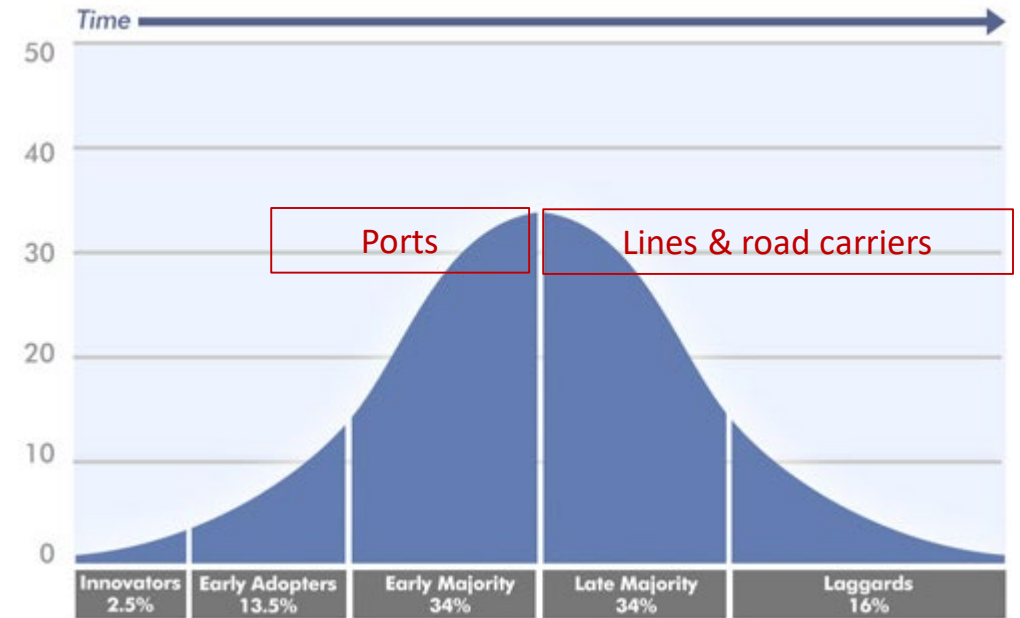
SALESFORCE RESEARCH:
Customer Expectations Hit All-Time Highs

“Consumers’ power is on the rise and modern consumers expect to engage with a service or support center on their terms, using a variety of channels that include voice, web, chat, email, video and social media.”

Mike Burkland, CEO and president of Five9
<https://www.forbes.com/sites/shephyken/2016/11/12/todays-customers-demand-customer-service-on-their-terms/#30c2e7a3caa2>

They say technology is getting cheaper....

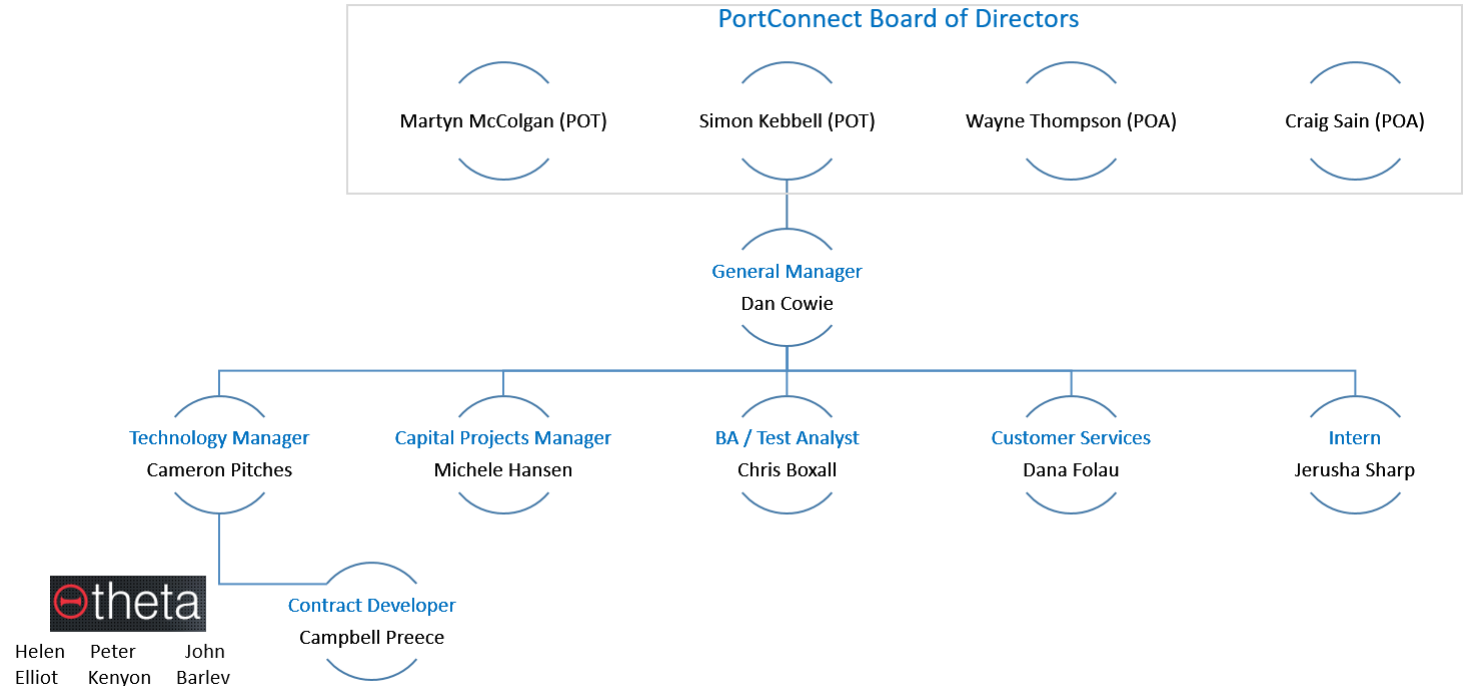
- So why aren't the shipping and logistics industries adopting technology quicker?
- Bespoke solutions or customisations, which are often required are labour intensive to implement.
- For the shipping industry, the ROI isn't viable if solution is out of date within 5 years and integrating new technology with an older fleet is a challenge.
- For the road carriers and forwarders, users are typically motivated by cost reduction goals or compliance with changes in governmental policy.
- Technology becomes more affordable at scale, the likes of Port Community Systems and industry collaboration are key to generate such scale in a country the size of NZ.



Bass diffusion model

How the ports work together

- Both ports had been receiving feedback from customers requesting greater industry standardisation, particularly the landside customers.
- PortConnect was established in 2012 after the two CEOs of POAL and POTL concluded that it was more efficient to work together on IT improvements in non-competing business areas.
- PortConnect is comprised of 7 full time staff and supplemented with part time IT technical consultants. The company is governed by 4 directors, 2 from POAL and 2 from POTL with each port represented by a senior commercial employee and a senior finance employee.



Product Development Committee

- To ensure port technology and operational interests are effectively managed, a Product Development Committee meeting is held monthly, primarily used to prioritise project work.
- Committee members include staff from operations, commercial, IT and customer services teams from each port.
- In the last 12 months, key items developed by PortConnect include:
 - Joint Border Management System – Trade Single Window
 - Maersk TradeLens Integration (blockchain)
 - Empty Container Pre-Advice
 - Massey GDP Forecaster
 - Shipping Line EDI
 - No Booking Number – No Export Pre-Advice



PortConnect collaboration

- Free customer trials for alerts & notifications
- Automation trials with industry software vendors & case studies with industry players
- Joint procurement of standardised solutions for port operations
- New Product testing pilot partners
- Continual improvement initiatives with POAL & POTL



SOFTPLUS



WiseTech
GLOBAL



What to expect in the future

- Greater industry collaboration or mutually beneficial products / platforms
- Data services (sales)
- Higher levels of automation, taking various forms
- More SaaS and cloud computing (incl. storage)
- Just more technology everywhere
- PortConnect expansion to other ports or depots or regions
- PortConnect the single source of the truth for vessels and cargo
- Data / technology hub for organisations that interact with the ports

PORTCONNECT

Questions??