BEYOND VISIBILITY

What the New Era of Supply Chain Connectedness Means for Shippers

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Visibility. It's a small word that's taken on significant meaning to shippers and logistics providers the world over. Traditionally, visibility has meant knowing, at any one point in time, where shipped goods are within the cargo supply chain. But is this really all that it means? Is it enough to simply knowing where goods are? Set against a landscape of increased competitiveness from non-traditional integrated technology and logistics players like Amazon and Alibaba, as well as rapid digital transformation within the maritime and port landside segment, the answer is: Not really. Not anymore.

In this new era of supply chain connectedness, the concept of visibility has expanded to take on additional shades of meaning, including the synchronous flow of information, the ability to use that information to accurately predict milestones and resource requirements, as well as gain advance warning of potential problems to proactively manage risk. The wider benefits of what we've come to know as 'visibility' through workflow digitisation, process standardisation, and connection of deep meaningful data sets in real time has the power to dramatically improve the speed at which cargo owners can transport and manage their shipments across markets, while transforming profitability of the sector as a whole.

Connectivity

The rise of digital platforms that connect the landside and portside sectors of the container logistics supply chain has opened up new possibilities for all players to work more synchronously and efficiently with deep and meaningful data sets. Driven by a common data-platform or API-integrated systems, platform ecosystems can now provide deep data linkages that significantly improve speed, accuracy, and alignment of resources between members of a supply chain community in real-time.

Singapore's Networked Trade Platform, for example, is in the process of connecting more than 10,000 registered shippers within its portside and landside communities to a single independent Transport Integrated Platform in order to share information, standardise communication protocols and processes, and drive an industry-wide lift in operational performance. Leveraging a common data platform, an array of connected devices used in SMART transport vehicles and at the terminal gate, as well as process automation across document creation and transfer, PSA sees connectivity as key to maintaining the country's competitive position as a global trade hub.

Predictability

Perhaps one of the greatest benefits of this new era of digital connectivity and visibility is that the flow of information - matched in real-time to the physical movement of cargo from point A to point B - can be used to predict and plan the resources that will be needed at each interchange point.

An example of a solution designed to enable more predictability while reducing aggravations in the transport system is Containerchain's LIVE solution. An end-to-end track and trace product suite that aims to eliminate the 'black hole' of information that has traditionally existed in the landside container logistics supply chain segment, LIVE's flow of shared, real-time data between BCOs, liner companies, land transporters and handling facilities means costly and avoidable problems like detention and demurrage can be resolved before they arise, ensuring that the entire cargo flow is managed with more precision.

Profitability

The ongoing objective to obtain better visibility within the container logistics supply chain always comes back to one major objective: profitability. The smoothing of operational peaks and troughs, the ability to mitigate risks before they become problems, the dynamic and real-time matching of resources to requirement, and the elimination of conflict within the system all add up to a sector that's running more efficiently and profitably overall.

For terminal, depot, and warehouse operators this can mean no longer having to turn trucks away from gates and docks because they're there at the wrong time or with the wrong information. For transporters it can spell an end to wasted hours spent idling in frustration waiting for the right instruction to be received. Additionally, yard equipment and other resources can be more profitably managed when facilities have accurate real-time date at their disposal to plan asset deployment and manage its utilisation optimally.

Across Containerchain's global network of customers, the results have been nothing less than astonishing. Trucking companies have seen their turnaround times improve from hours to minutes, double their average number of jobs per day, and eliminate futile trips altogether. Meanwhile, container depots and terminals have seen gate overheads decrease by as much as 30%, energy costs reduce by 20% and find an additional 40% in asset capacity utilisation.

Harnessing the true value of visibility

With rapid digital transformation and advances in AI, IoT, platform ecosystems and related technologies, our understanding of what visibility within the supply chain means has deepened. Ultimately, preparedness to tap into this new world requires a frank and honest review of what your business needs to make process gains, as well as a readiness to share data, replace or upgrade legacy systems that trap you in silos, and look for solutions that you can tap into that allow you to make advance leaps without making outsize investments in technical support. Once industry participants make the leap into a world in which they can see further, manage better, and operate more profitably they will wonder why it ever took them so long.

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A technology innovator with the DNA of a logistics company, Containerchain helps the industry unlock trapped value, reduce inefficiencies, and deliver improved service levels. See containerchain.com for more information.

See further and manage shipments faster with
LIVE

The end-to-end track and trace platform from Containerchain

LIVE by Containerchain offers a complete, real-time view of your cargo movement from ship to shore. Seamlessly book transport jobs from point to point. Reduce manual processing. Proactively manage issues before they arise. And spend much less time chasing information from within the supply chain.

- **BOOK** transport jobs
- **TRACK** container movements
- **VIEW** connected transport & devices in real-time
- **ACCESS** digital documents
- **SOLVE** problems and issues proactively
- **REDUCE** inefficiency and the cost of the unknown