

# Case Study – Regional Commercial Performance Management

Delivered regional commercial performance monitoring & management for the Europe region of leading global terminal operator

## Client Challenges

- Regional variation in service delivery performance affected attractiveness of Port network to shipping lines.
- Inland product development by individual ports reduced cost-effective transport options for customer's cargo
- Multiple TOS and Billing systems across Ports increases the complexity of delivering consolidated customer analysis across Ports.
- The range of ownership level across Ports increased complexity on data ownership for reporting & analysis

## Key Deliverables

- Defined & delivered regional commercial management solution strategy, architecture and delivery road map
- Configured revSense commercial solution at LGP integrating N4 TOS & Billing data
- Configured revSense commercial solution at GMP integrating N4 TOS and CRM system
- Set up common customer, product, Network services and productivity definition at region
- Configured execSense commercial KPI solution consolidating Port level customer KPIs mapped to the common definition

## Key Achievements

- Improved service delivery alignment to shipping lines across ports, increasing ports usage
- Enabled effective supply chain collaboration through increased cost-effective inland product options for cargo owners
- Improved customer cargo commitment monitoring including revenue realisation
- Increased long term global contract relationships with shipping line fully utilising the Port capacity

