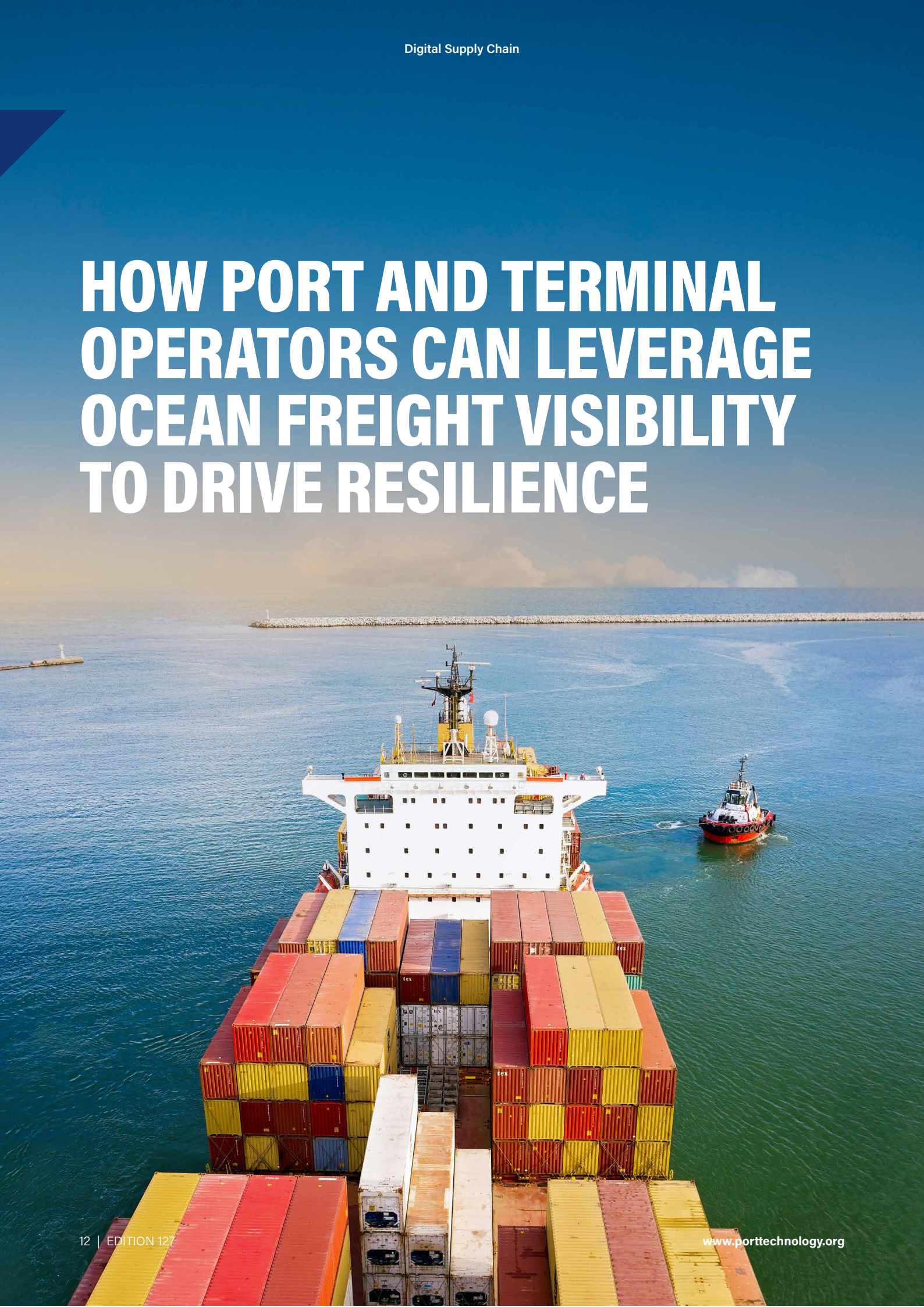# HOW PORT AND TERMINAL OPERATORS CAN LEVERAGE OCEAN FREIGHT VISIBILITY TO DRIVE RESILIENCE

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It's no secret that technology is the key to resilience in today's global supply chain. With nearly 90 per cent of the world's freight moving by ship — and maritime freight volumes expected to triple by 2050 — ocean freight visibility is now more critical than ever.

Everyone from shippers, beneficial cargo owners (BCOs), ocean carriers, non-vessel operating common carriers (NVOCCs), and their customers and consumers rely on ocean freight visibility to know where their shipments are — and when they will arrive. Another often-overlooked group of stakeholders who desperately needs real-time information regarding ocean shipments: port and terminal operators. Knowing what is coming their way in advance helps them allocate equipment and labor resources accordingly.

Of course, the lynchpin for that activity is access to reliable data. Port and terminal operators must know the following:

"KNOWING WHAT IS COMING THEIR WAY IN ADVANCE HELPS [PORT AND TERMINAL OPERATORS] ALLOCATE EQUIPMENT AND LABOUR RESOURCES ACCORDINGLY."

- When a ship leaves its port of origin
- When a vessel arrives at the destination port
- Any shipment-specific docking orders
- When a container gets discharged from a boat
- When that container crosses a terminal gate via train or truck

That data is used by port and terminal operators to schedule resources to meet and service ships and load/unload cargo. Shippers, freight forwarders, and other stakeholders rely on that information to arrange drayage and other downstream supply chain activities — to ensure shipments stay on track for on-time, in-full deliveries.

The ongoing digital transformation of modern supply chains makes it possible to share ocean freight visibility with all relevant stakeholders in real time. Trackers collect location and conditions data — such as temperature, light, shock, or humidity — at the item or container level; real-time alerts inform

"OCEAN FREIGHT VISIBILITY AND REAL-TIME DATA SHARING GO HAND IN HAND WITH DRIVING TODAY'S INCREASINGLY DIGITAL SUPPLY CHAINS TOWARD GREATER RESILIENCE."

stakeholders and make it possible to mitigate potential delays or other disruptions that threaten shipments.

Despite the best-laid plans, things can (and will) go wrong in any global supply chain, starting at the port or while at sea. Ocean freight visibility enables port and terminal operators to manage by exception to avoid or mitigate disruptions, adjust schedules, and communicate as needed — the very fabric of supply chain resilience.

VISIBILITY CHALLENGES OFTEN START BEFORE SETTING SAIL

Port and terminal operators do not operate in a vacuum. With so many factors beyond their control, they must have visibility and data from up and down the supply chain, communicate in real-time, and be flexible to overcome challenges. Here are a few ways ocean freight visibility can help.

LESS LIKELY TO MISS THE BOAT

Road shipping overseas — whether in Asia, Europe, South America,

or North America — can throw a wrench in ocean shipping plans. For example, it can be challenging for a big box retailer waiting on a shipment of aged cheese from the Netherlands to get any visibility from halfway around the world. Any number of things could happen to a truck — road construction, traffic congestion, mechanical breakdowns, and so on — that can cause a delay that leads to a shipment not getting on its scheduled vessel at the Port of Rotterdam.

ELIMINATE TRANS-SHIPPING SURPRISES

But what if the container of cheese arrives in Rotterdam, but the vessel is full and already at sea? Rather than leave the container unattended, ocean carriers will put that freight on another ship. The cheese will eventually make it to the US, but only after it goes through the Port of Shanghai. That literal slow boat to China could add two months — or more — to the delivery schedule. Without real-time ocean visibility, you won't know

your container is on a completely different vessel until it's too late.

ROLL WITH THE PUNCHES

The opposite is also possible when a rollover occurs due to insufficient volume. In this situation, the ocean carrier decides there aren't enough containers on the vessel to depart — so the ship stays in the port to wait for more containers. Typically, shippers and port operators discover these scenarios through maritime solutions and vessel tracking using satellite data that confirms a vessel hasn't left the port. Some satellite data providers — such as Spire, Transvoyant, Project44, and FourKites — also sell this data to other visibility solutions. However, it still depends on you knowing that your container is on the intended vessel. You might also rely on word-of-mouth communication from the freight forwarder or ocean carrier, which will give you only a generic update that the ship is "in transit"— only it is not.

All of the above can lead to backloads from drayage and detention and, eventually, potential congestion fees.

TROUBLE LOOMS AT THE DESTINATION PORT, TOO

Upon arrival, dockworkers must unload containers and freight from the ship and onto the dock. Without adequate ocean freight visibility, you are in the dark regarding where you are within those free days before incurring detention and demurrage fees. By knowing your freight's location (in a truck, sitting at a port or warehouse, etc.), you can take steps to reduce or eliminate those fees.

Ocean freight visibility is difficult in this space because you're no longer tracking the vessel; the vessel has already arrived at the port, but freight has not yet started the next leg of its journey. When it does get on a truck, it might be with a random small drayage carrier that might not be plugged into an electronic logging device (ELD) or other

means of tracking. Therefore, this in-between drayage period becomes a glaring blind spot — and source of risk. On its best days, the drayage space operates on estimated ETAs and best-guessed assumptions regarding freight location.

That approach is not good enough in today's global supply chains. You can't afford to incur massive extra fees or lose valuable cargo; the financial ramifications are too great. You must know where freight is at all times, underscoring the tremendous value of ocean freight visibility and real-time visibility solutions from Tive.

BRINGING OCEAN FREIGHT VISIBILITY TO A WHOLE NEW LEVEL

As a leading provider of ocean freight visibility solutions, Tive is at the forefront of driving the push for digital supply chains and real-time data sharing. Tive cannot solve port congestion issues, but it can give port and terminal operators access to the same data and insights shippers and other stakeholders

receive when following a shipment through the supply chain.

When you know a shipment's real-time location and conditions (temperature, light, shock, or humidity), you can make risk-mitigating decisions at any moment. For example, if your vessel hasn't left yet, but your Solo 5G tracker has been removed from the cargo, that phone call to your forwarder or ocean carrier becomes a much more focused conversation. The ensuing collaboration and subsequent resolution is resilience in action.

Technology + Visibility + Partnerships = Resilience

Ocean freight visibility and real-time data sharing go hand in hand with driving today's increasingly digital supply chains toward greater resilience. It's a collaborative effort by visibility solutions providers — such as Tive and the Open Visibility Network — to ensure that port and terminal operators have the same valuable data and insights as shippers and other supply chain stakeholders. Having everyone on the same page

will help calm the often-turbulent waters of maritime shipping, saving time and money — and driving increased customer satisfaction.

ABOUT THE AUTHOR:

Dennis Perjet is Head of Strategic Accounts EMEA at Tive. Since joining Tive in 2019, Dennis has been a key figure in supporting sales, marketing & partner activities globally. Prior to this, he has worked in sales and business development roles at various tech companies and completed an MBA in International Marketing at the European School of Business in Reutlingen, Germany.

ABOUT THE ORGANISATION:

Tive is the leading provider of in-transit shipment visibility solutions. Hundreds of global brands use Tive every day to actively optimise shipments, improve the customer experience, and unlock actionable supply chain insights. Our portfolio of industry-leading solutions empower logistics professionals to actively manage shipments — via road, air, ocean, and rail.