"Many would say rates are at the same level as they were in 2019, but costs today are much higher…"

Rolf Habben Jansen, CEO

Hapag-Lloyd

28/09/2023

Freightos Baltic Index (FBX): Global Container Freight Index

Date from 2023-09-08-2023.09-29

$1,600
$1,450
$1,300
$1,150
$1,000

08-SEP-23   15-SEP-23   22-SEP-23   28-SEP-23

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"A record total of 2.2M TEU of new capacity is entering the market by the end of 2023 with 3M TEU scheduled for 2024."

Splash
247.com

Adapting to the new normal

Blank Sailings

Uncontrollable costs

Newbuild costs

Fuel costs / IMO

Inflation

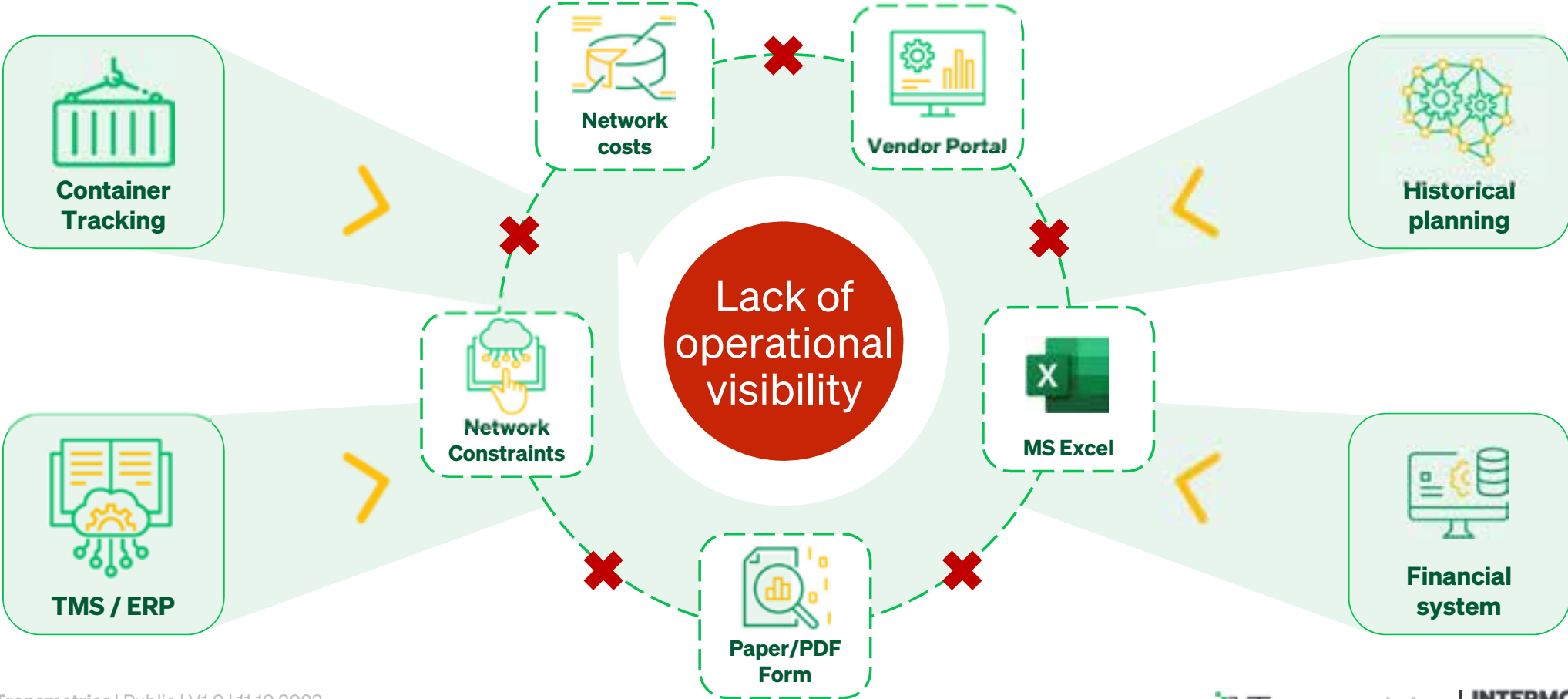**Costs that could be controlled**

Container Management Costs

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Optimizing Container Management

Past

Future

Data &
Technology

Present

Optimizing Container Management

Operational and Cost Control

Forecasting

Data & Technology

Planning

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Industry landscape

A lot of barely connected systems and questionable data quality.

Container Tracking

Network costs

Vendor Portal

Historical planning

Network Constraints

Lack of operational visibility

MS Excel

TMS / ERP

Paper/PDF Form

Financial system

Complex Technological Landscape
Leveraging multiple data sources, complex integrations, etc.

Vendor portals

Container tracking

MS Excel

Big Data

TMS, ERP

Business Specifications

Historical Planning

Paper / PDF form

Data Integrations & data quality improvements

Reports, KPIs & analytics

Network constraints & cost repository

Integrated Business Intelligence

Full operational & cost visibility

Improved operations & P&L
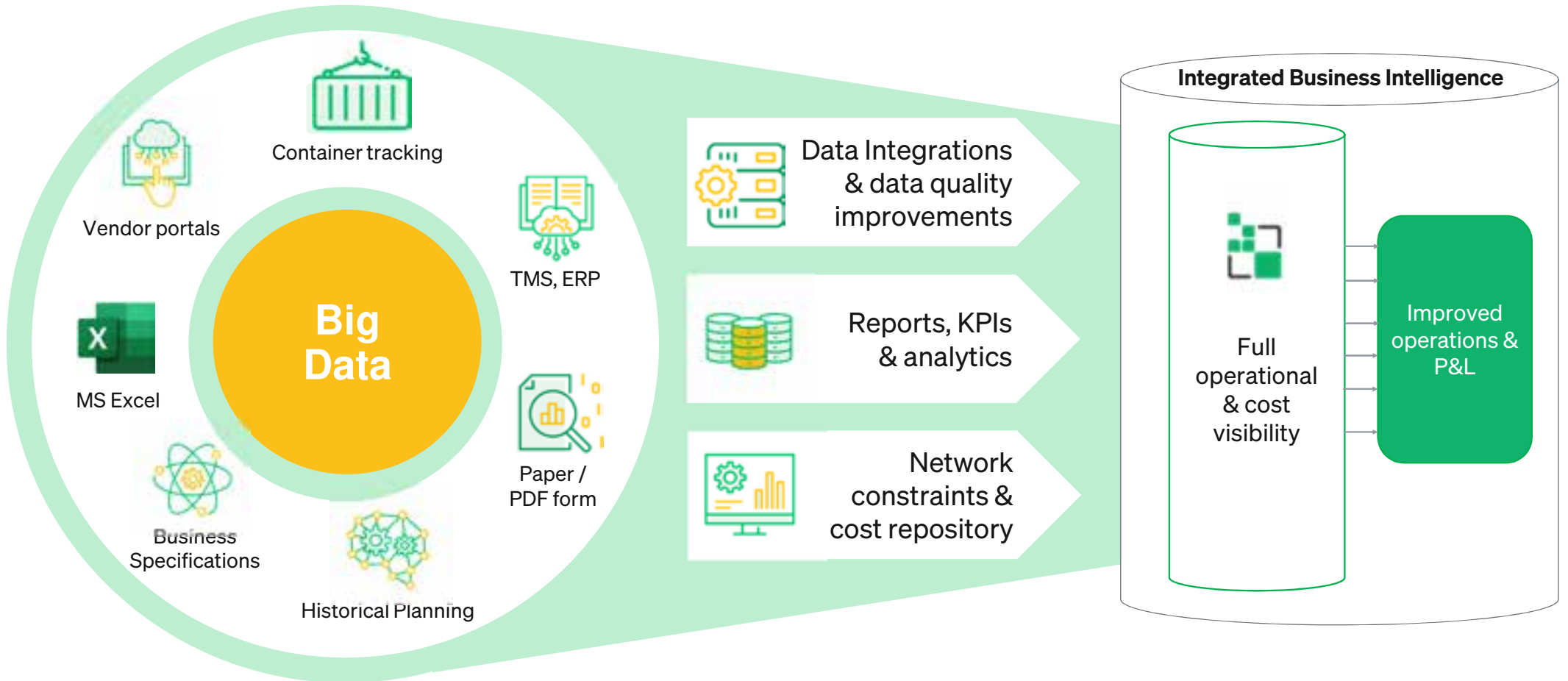
Reefer Analytics
Standardize data flows and extract valuable insights

Historical Reefer Deviations → Data

Bookings → Data

Events → Data

Historical M&R → Data

Integrated asset visibility

Data integration and quality improvement

Common, connected asset database

Translate data into actionable insights

=

Insightful analytics on equipment failures across various parameters:

- Customer;
- Origin / Destination;
- Commodity;
- Vessel;
- Equipment series.

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# Full equipment and cost visibility

- Container Utilization;
- Detention & Demurrage;
- Equipment stocks & storage balance developments;
- Cost reporting – Storage (incl. gate-out billing), Stevedoring, Repositioning, etc.;
- Longstandings;
- FIFO.

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Tools to gain efficiency
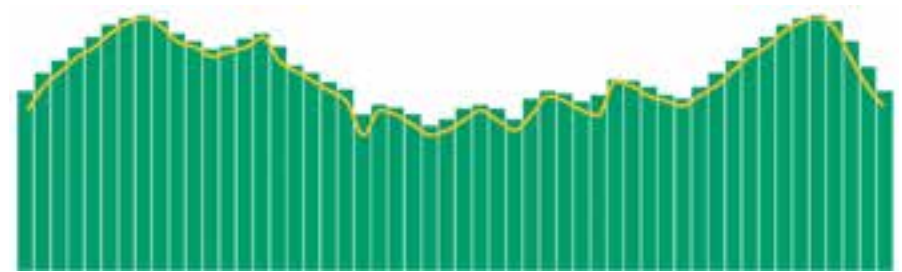## By aligning supply and demand

NOW:

Companies rarely adjust their resource planning
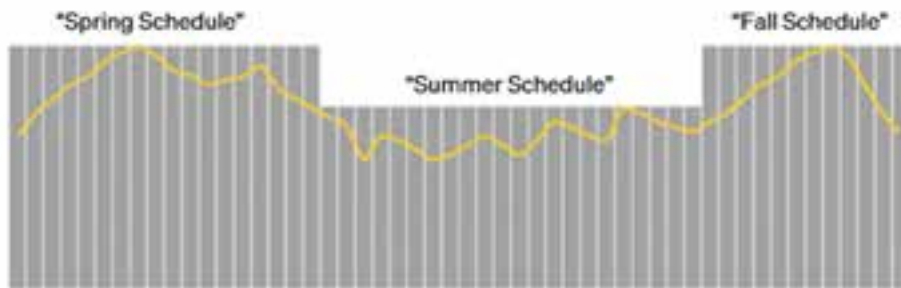
WITH AI-POWERED DEMAND FORECASTING:

Predictive, agile tactical management

Transition from static plans and gut feeling to precise agile equipment planning with AI

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Multi-variate demand forecast
To achieve an optimal plan tailored to every day / week

Historical Data

+

- Orders
- Bookings
- Vessel schedules
- Reference data

Trade balances & economic indicators

Freight exchanges data

Business cycles

Adjustment levers

Weekdays

Port data

Weather

Forex, commodities & futures prices

Industrial seasonality

Customer Forecasts

Consumer Sentiment

Public holidays

Fairs and events

=

Demand Forecast

Align supply & demand for optimal container management

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Demand Forecasting

Forecasting the number of containers on the most granular level

Current stock

- Location
- Container type;
- Container grade;
- Period;
- Etc.

Forecasted Container Demand

- Location
- Container type;
- Container grade;
- Period;
- Etc.

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Container pickups

+

Container returns

Calculate future stock levels and Identify excess or shortage locations

Repositioning optimization

Consider all available resupply options and find the most optimal global scenario.
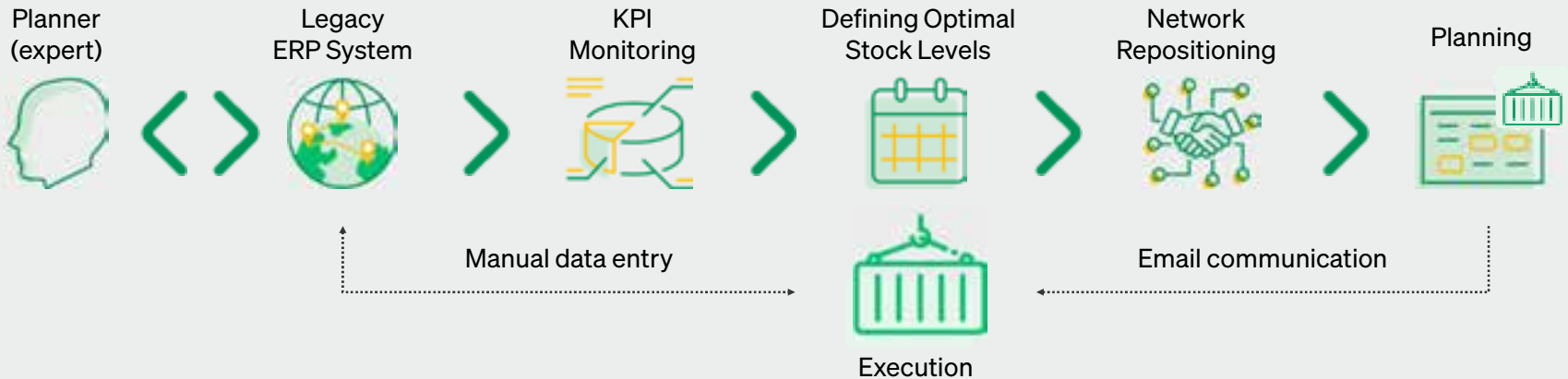
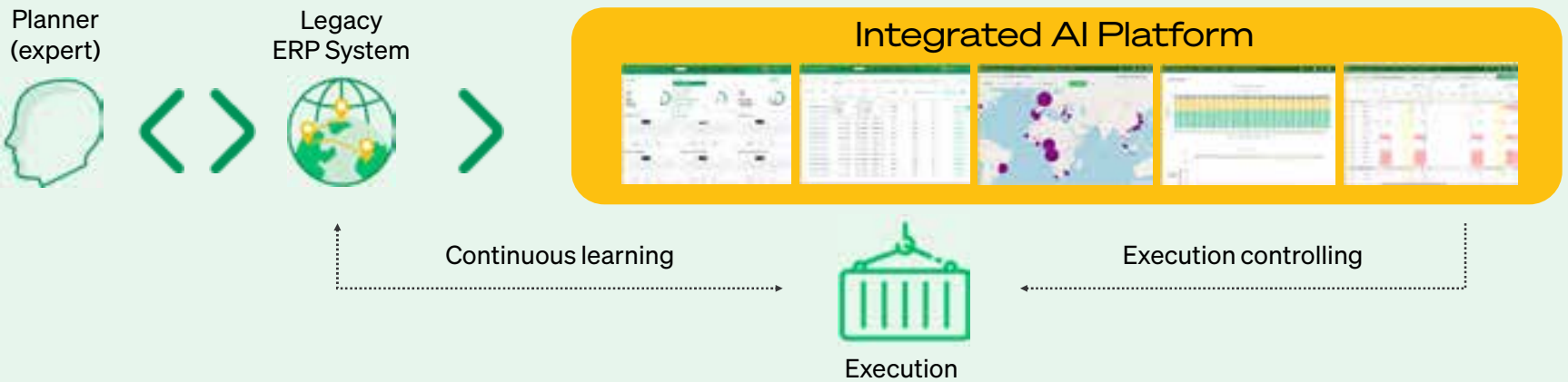AI suggests **optimal decisions** based on a full cost model of the business.

Storage Costs	Grading Costs	Gate Costs	Repair Costs	Stevedoring Costs	Repositioning Costs	Suppliers
Countries	Ports	Outports	Depots	Safety Stock	Voyage Services	Voyages

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AI automates Container Management

Bringing multi-million EUR efficiency savings

Today's carriers planning: manual process

Planner (expert) — Legacy ERP System — KPI Monitoring — Defining Optimal Stock Levels — Network Repositioning — Planning

Manual data entry

Email communication

Execution

Integrated process with AI

Planner (expert) — Legacy ERP System — Integrated AI Platform

Continuous learning

Execution controlling

Execution

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Key takeaways

Get full equipment & cost visibility - streamline your data, integrate the different data sources, improve data quality, map container events & cost data and get a detailed view across your entire network;

Forecast container demand on the most granular level and dynamically define the optimal stock levels;

Optimize your entire empty container management, turn to just-in-time operations by considering all network costs and constraints and taking advantage of the various network agreements.

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Thank you!
Any questions?

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