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.
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, COARRL, CODECO and VERMAS.

Trade Single Window
Partner port integration with the clearance platform used by NZ Customs and MPI.
Web User Interface
What’s hot in supply chain tech?

**Digitisation**

- Immersive technologies (VR / AR)
  - Digital twins

**IOT**

- Intelligent things
  - Autonomous cranes & straddles & vessels

**Artificial Intelligence**

- Predictive analytics
- Deep learning
- Machine learning
- Speech to text
- Image recognition
- Machine vision
- Natural language processing (NLP)

**Robotic Process Automation**

- Predictive analytics
- Chatbots
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

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
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.
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
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
Questions??