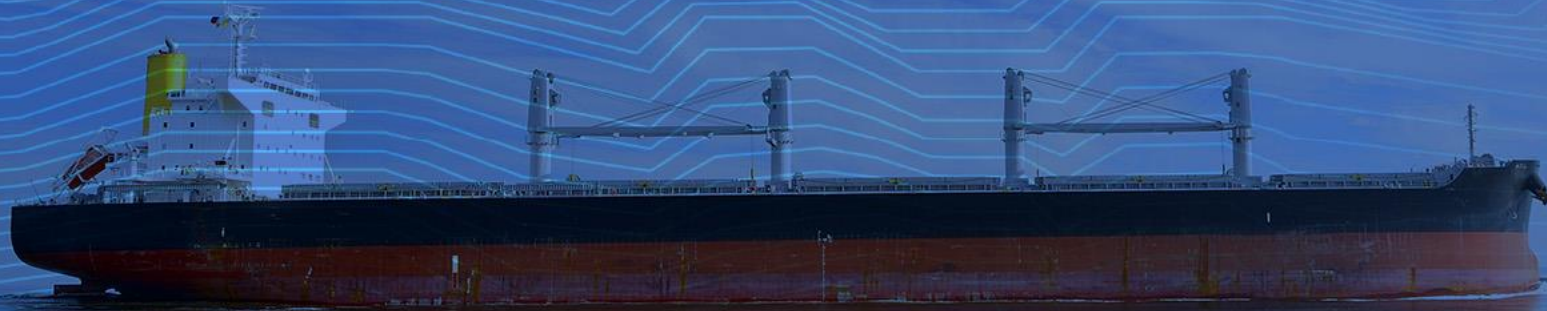


Finding the Data Sweet Spot



Mo Dualeh
EMEA Sales Manager, TBA

Some of our customers



Operations



Management



Customers



Finance



Supervision



Planning

A typical terminal environment contains several key stakeholders.



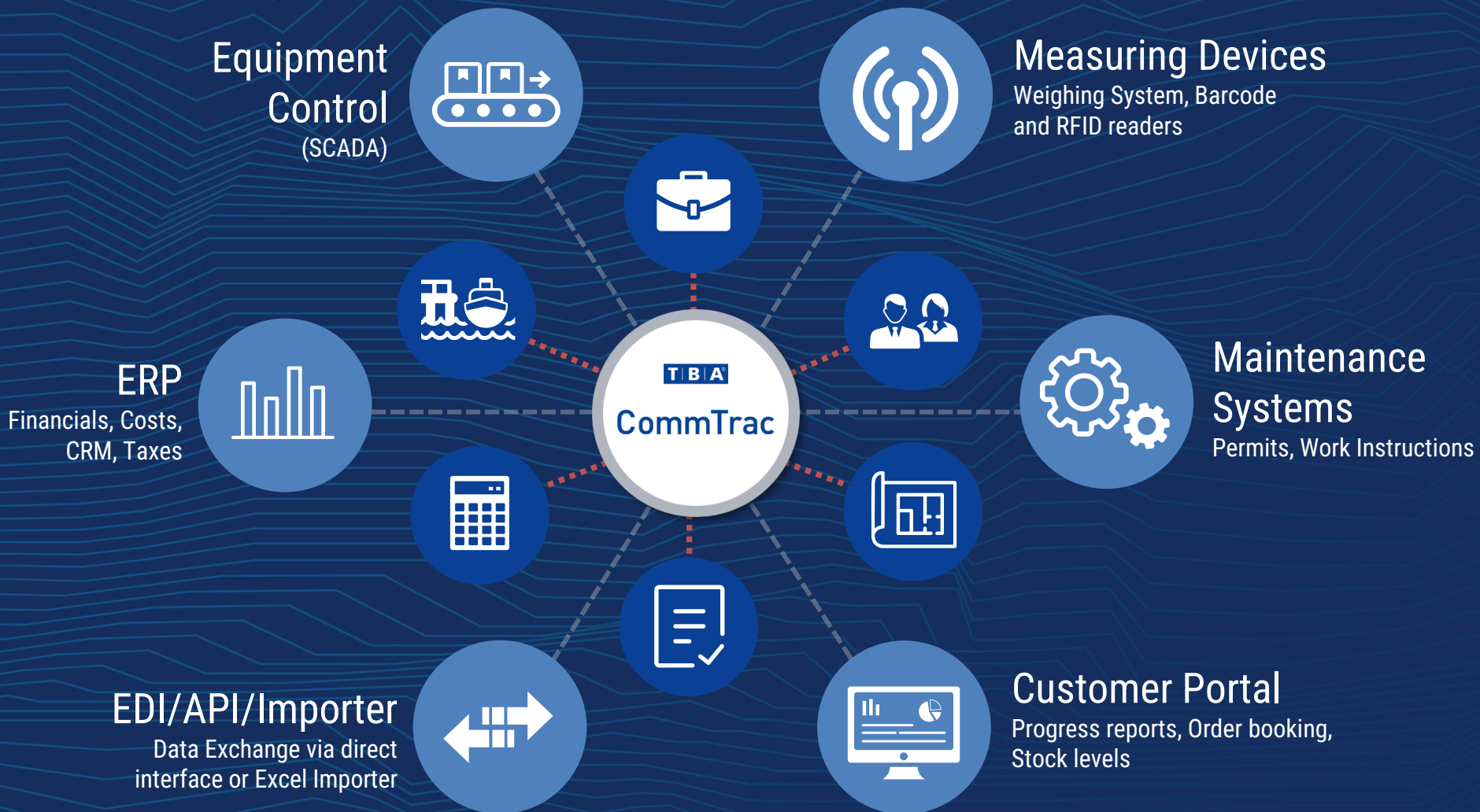
Each stakeholders will have multiple points of data collection which inevitably result in:

- 50+ different spreadsheets, mostly maintained by hand
- Manual data entry across different IT systems and documents
- No central hub of information
- Difficulty in obtaining real-time operational information

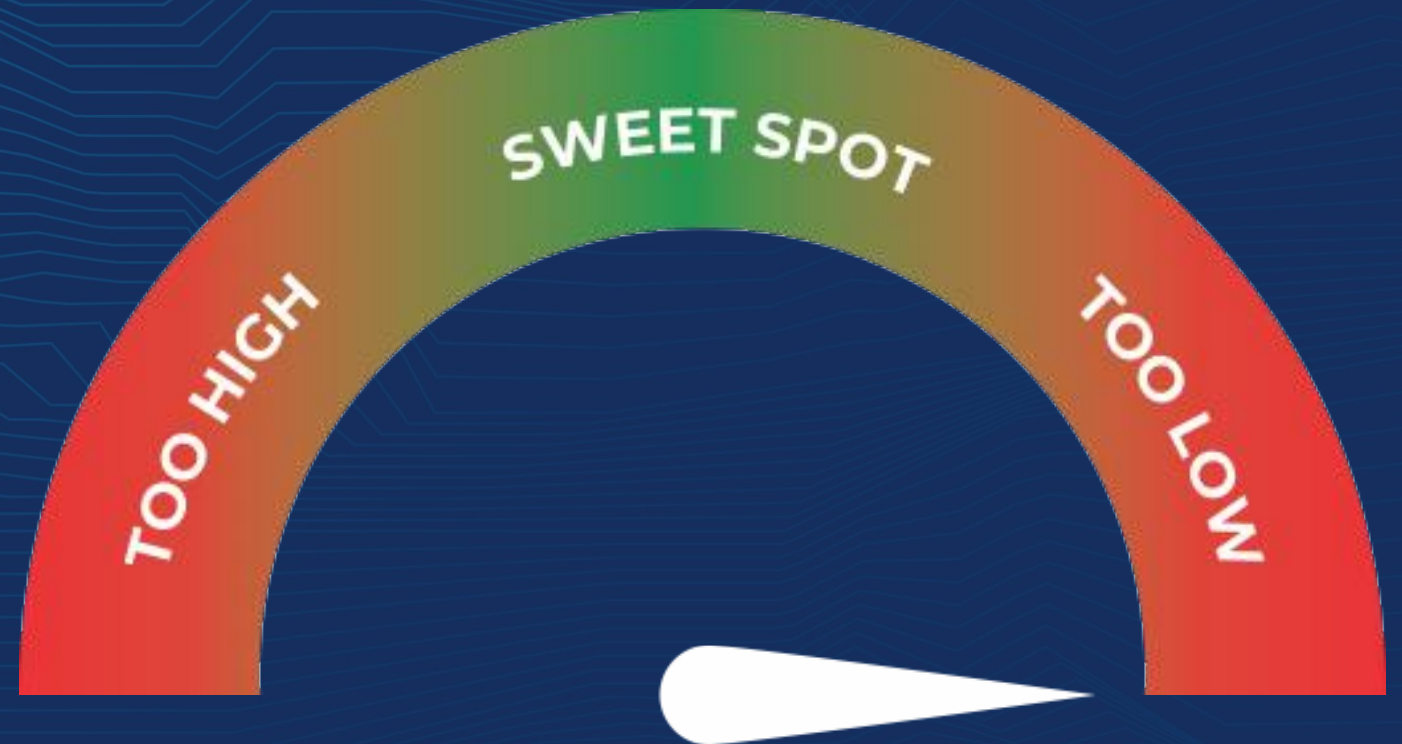


The industry is waking up to the advantages of systems such as CommTrac.

CommTrac allows you to simplify your operation by implementing one system to collect and process all your information...



Finding the Data Sweet Spot...



Finding the Data Sweet Spot...

Flexible Workflow with Few Data Steps

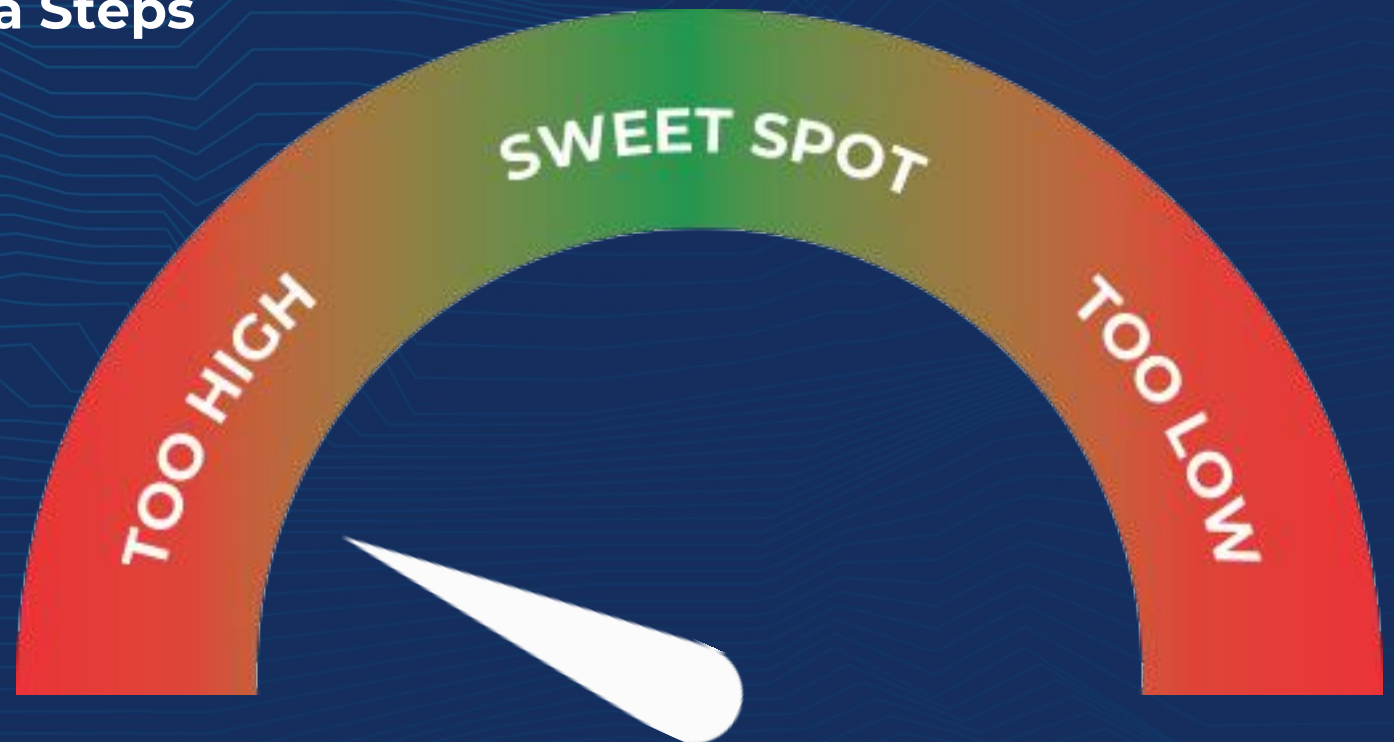
- Low administration
- High flexibility
- Paper errors
- Hard to find cargo in store
- Missed billing events
- Typically this would include printed paper manifests used as tally sheets, end of shift progress reports etc



Finding the Data Sweet Spot...

Strict Workflow with Many Data Steps

- Accurate inventory
- Precise cargo location
- Capture billing events
- High administrative burden
- Unhappy users
- No flexibility
- Go to far with mobile data capture and stevedores get frustrated



Finding the Data Sweet Spot...

The Sweet Spot

- Moderate administration
- Flexibility
- Accurate inventory
- Precise cargo location
- Capture billing events
- Using mobile data capture for key events and cargo tracking



Business Case

Improved operational performance

>10% improvement in tonnes handled per \$ spent – Continuous improvement strategies supported by accurate data capture of operational losses.

Reductions in revenue leak

Capture all billable activities >5% increase in revenue from the same cargo volumes

A minimum of 25% reduction in back-office tasks

This leads to reallocation of resources or reduction in headcount

Thanks for listening