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Added value of SMART-CM for the Industry

The Transport & Logistic Industry

Alexander Benesch, Kuehne + Nagel EE AG

Version V1

Co-funded through
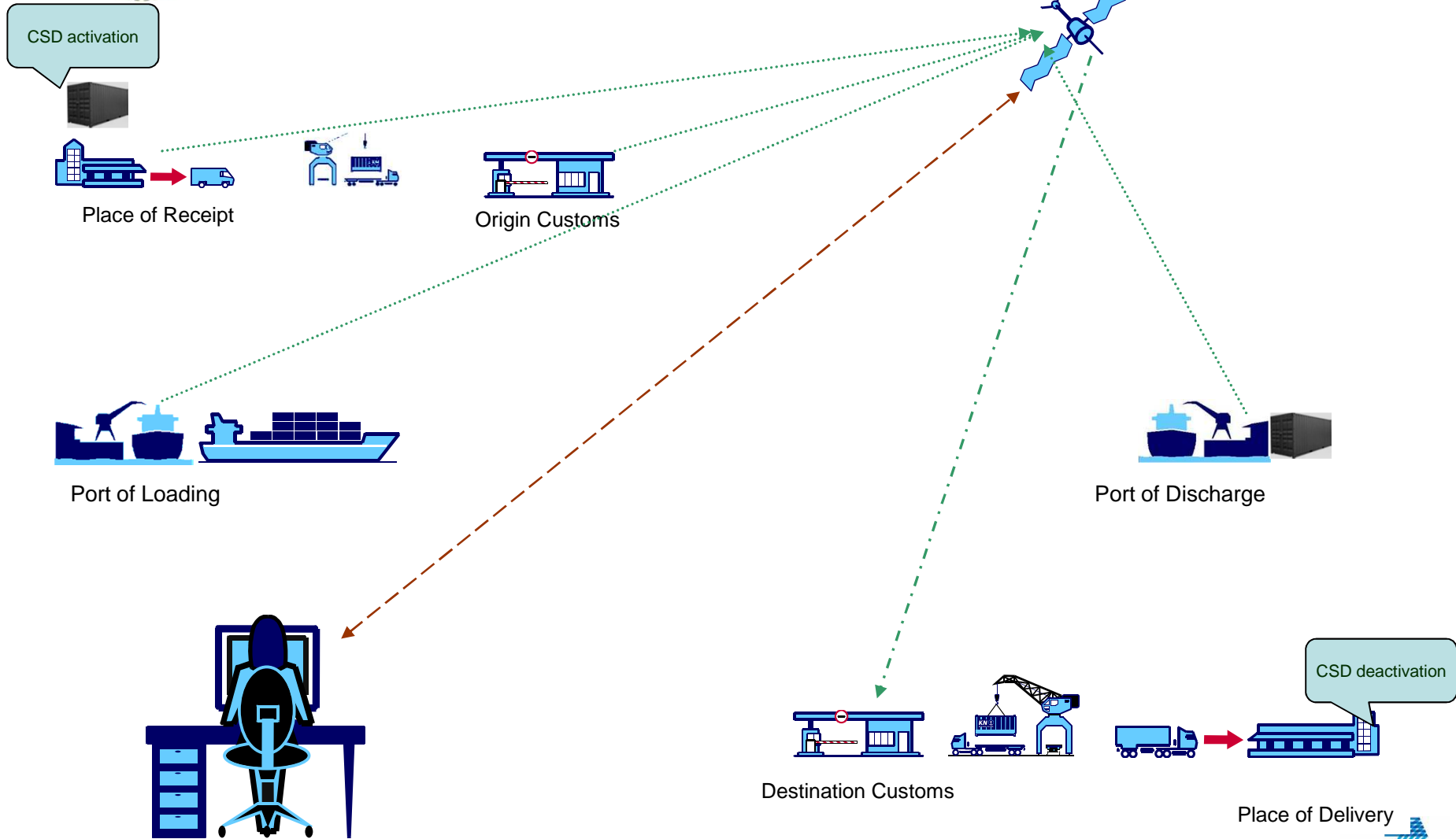EU FP7 DG RTD

Content

- ❖ Concept – Green/Red Lane

- ❖ Target Group

- ❖ Long + Short Term Benefits
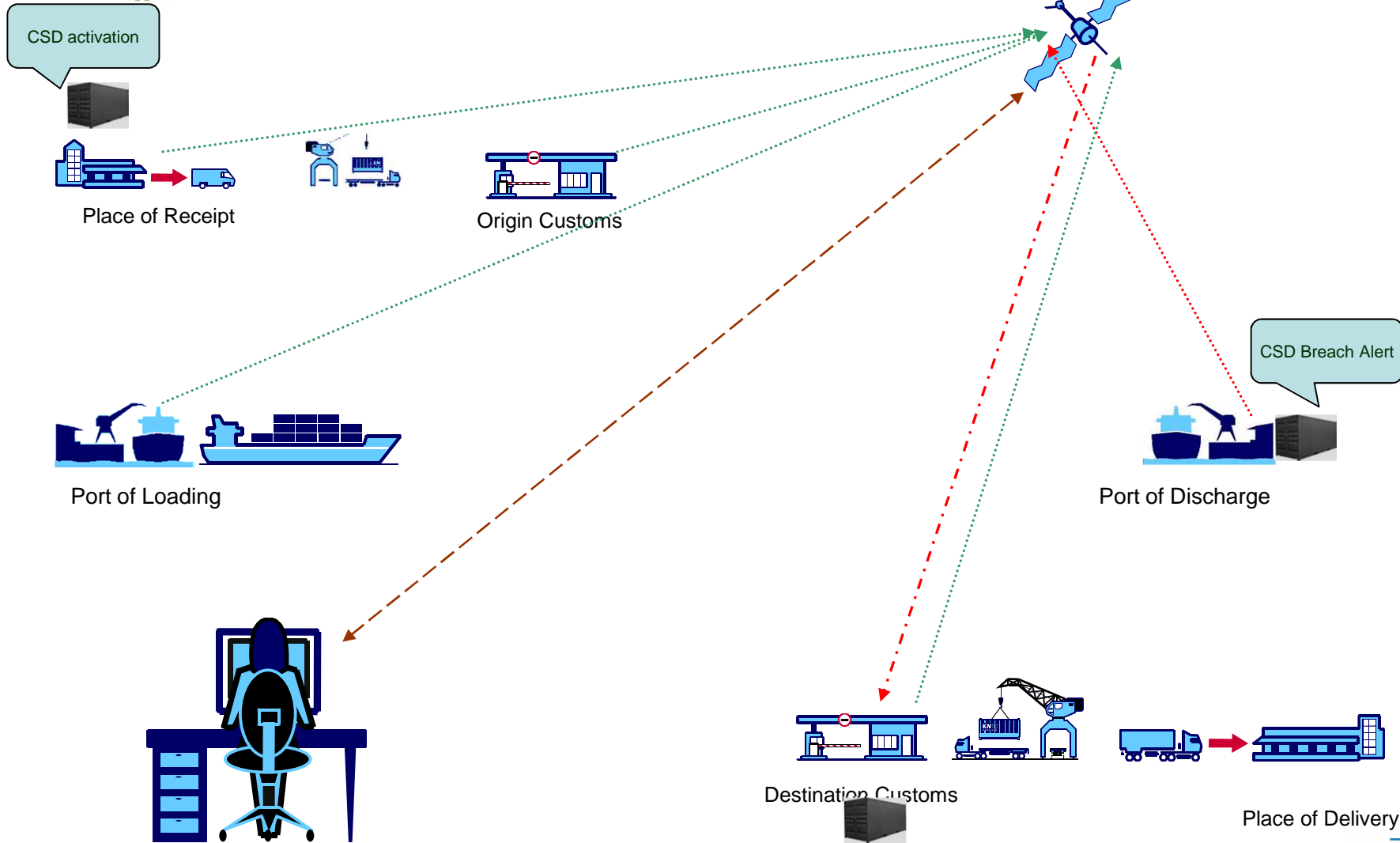
- ❖ Go to Market

Concept – *Green Lane Transport*

Visibility based on container tracking, terminal events & ship movements - security release

CSD activation

Place of Receipt

Origin Customs

Port of Loading

Port of Discharge

Logistic Provider and/or Customer Visibility over full transport

Destination Customs

CSD deactivation

Place of Delivery

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Concept – *Red Lane Transport*

CSD activation

Place of Receipt

Origin Customs

Port of Loading

CSD Breach Alert

Port of Discharge

Destination Customs

Place of Delivery

Logistic Provider and/or Customer Visibility over full transport

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Target groups and benefits

– Shipper / Consignee i.e. Customers

➢ Full visibility over entire transport chain, including possible bottlenecks e.g. breach alert

– Customs Authorities

➢ Early Green Lane decision on Importside; full visibility of secured transport; early action on breached containers

– Terminal Operator

➢ Early Information conc. connecting transport mode, customs inspection, etc.

– Logistic Provider / Forwarders

➢ (Close to) Real-Time Tracking, early information on breaches, Reduce of "black holes" in the transport chain

Long term benefits

improvement of reliability

Monetary benefit: mainly due to reducing of waiting times, unexpected i.e. not pre-noticed inspections. Additional: due to a better visibility the saftey stocks can be reduced (results in reduce of working capital)

The service can by sold by the logistic provider as a Value Added Feature and can result in long-term relationship between the customer and the forwarder.

Note: this requires true visibility, i.e. not only knowing where the load unit is, but also the **impact on the end-to-end logistics process**.

Short term benefits

Botteleneccks are found out earlier
→Less waiting times
→Less container moves
→Shorter stay in port

Drivers:
Authorities e.g. Global Customs Authority, EC, etc.

CSD:
Technical feasibility to increase visibility, which also includes integration of other data-sources e.g. GPS information of the vessel (AIS); uniformity to communicate with the neutral platform

Costs:
If it is "legal" requirement the costs will be a minor issue, also in respect that the critical mass is then reached quicker