Community Portal Project

A collaboration platform driving efficiency and velocity all port stakeholders
Keys for Today

✓ What makes a Community Portal?
✓ Complexity & digitization
✓ Oakland project brief
✓ Portals & platforms in practice
What is a Community Portal?

A COMMON PLATFORM used by all port users to understand:

✓ Who (is coming)
✓ What (are they doing)
✓ When (are they coming)
✓ Where (are they going)
✓ Why (are they coming)
✓ How (they are coming)
Import Container Flow... Complexity

Variables
- Pickup Location
- Delivery
- Destination
- Depot
- Shipping line
- VVD
- Marine Terminal

Variables
- Driver/truck availability
- Location
- Traffic/congestion

Variables
- Vessel ETA, ATA
- Container status incl. holds, demurrage/fees, availability
- Appointment availability
- Congestion
- Fees due

Variables
- Truck availability
- Space availability
- Gate / Rail Ops
DIGITIZATION REMOVES
✓ PAPER
✓ INEFFICIENCY
✓ DUPLICATION
Why Digitize? Cause shippers demand it!

Complexity = Uncertainty = Waste

- Lost profits from a stock outage = 20-50% of product’s GM
- Overstocks = discounts of 50-75% of product’s GM

A 25% reduction in landed delivery time = 2X increase in productivity of labor and working capital

George Stalk via Harvard Business Review 7/2015: 
What is a Community Portal?

Typical PCS functions to move cargo efficiently:

✓ Trucking company, trucks & drivers (valid)
✓ Vessel info (from SS Line)
✓ Container status (via MTO, line, customs, etc)
✓ Availability
✓ Fee payment
✓ Terminal Appointments
✓ Dashboards & metrics
Oakland Project Brief

✓ An expanded eModal portal for the community
✓ Better information, with faster access, in one place
✓ More value for more Port users
✓ Focus: more efficient container operations
Goals for Portal Project

✓ One system of record for Port of Oakland
✓ Digitize & streamline landside operations
✓ Stakeholder collaboration & trust
✓ Transparency: Ops efficiency, cargo velocity
✓ A platform for the future…
Oakland Community Portal Project

Expand eModal connectivity to aid ALL stakeholders

✓ Phase 1: ensure data consistency, accuracy for OAK MTO’s
  • Port/terminal/vessel info, empty returns
  • CCTV feeds, accurate map

✓ Phase 2: launch new URL/website
  ✓ Expand visibility to shippers
  ✓ Post key public data in ONE location (no PW)
  ✓ Information flows are unique (reorganize entry)
  ✓ Add dashboards & metrics by stakeholder per watchlist
Digitization: From Silo's to X's & O's
Phase 2 Conceptual Design
Oakland Community Portal Project

Expand eModal connectivity to aid ALL stakeholders

✓ Phase 3 and beyond
  • Normalize appointment procedures between terminals to enable single UI
  • Integrate existing eModal API data sharing capabilities into dispatch/TMS systems to drive digitization
  • Integrate depot operations into cargo visibility flows to automate movements, executional control
    • Leverage mobile app/RFID to automate entry/exit, maintain inventory for rail, chassis yards, CoolPort logistics center, truck center
Closing Thoughts
The Burning Question…

How can we use technology to extend the skills of humans, in ways that aren’t clear today, but will seem obvious 5-10 yrs from now?