

Marine Terminal Efficiency

Perspectives of Transportation Service Providers

A Global Supply Chain View

Jon DeCesare CMC

President



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Jon DeCesare's - *Experience, Knowledge & Perspectives*

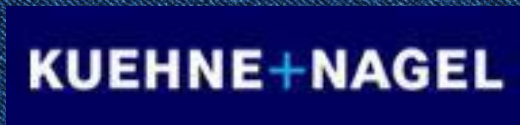
IMPORTER – Kawasaki Motors Corp



THIRD PARTY LOGISTICS PROVIDER – California Cartage/WW Lynch Inc.



SUPPLY CHAIN CONSULTANT – WCL Consulting, Inc.





Goods Movement Stakeholders



Master Disruptor



“We have the good fortune of a large, inventive team and a patient, pioneering, **customer-obsessed culture** – great innovations, large and small, are happening everyday on behalf of customers, and at all levels throughout the company. This decentralized distribution of invention throughout the company – not limited to the company’s senior leaders – is the only way to get robust, high-throughput innovation. What we’re doing is challenging and fun – we get to work in the future.”

– Jeff Bezos



Achieving a Competitive Advantage



Mantra

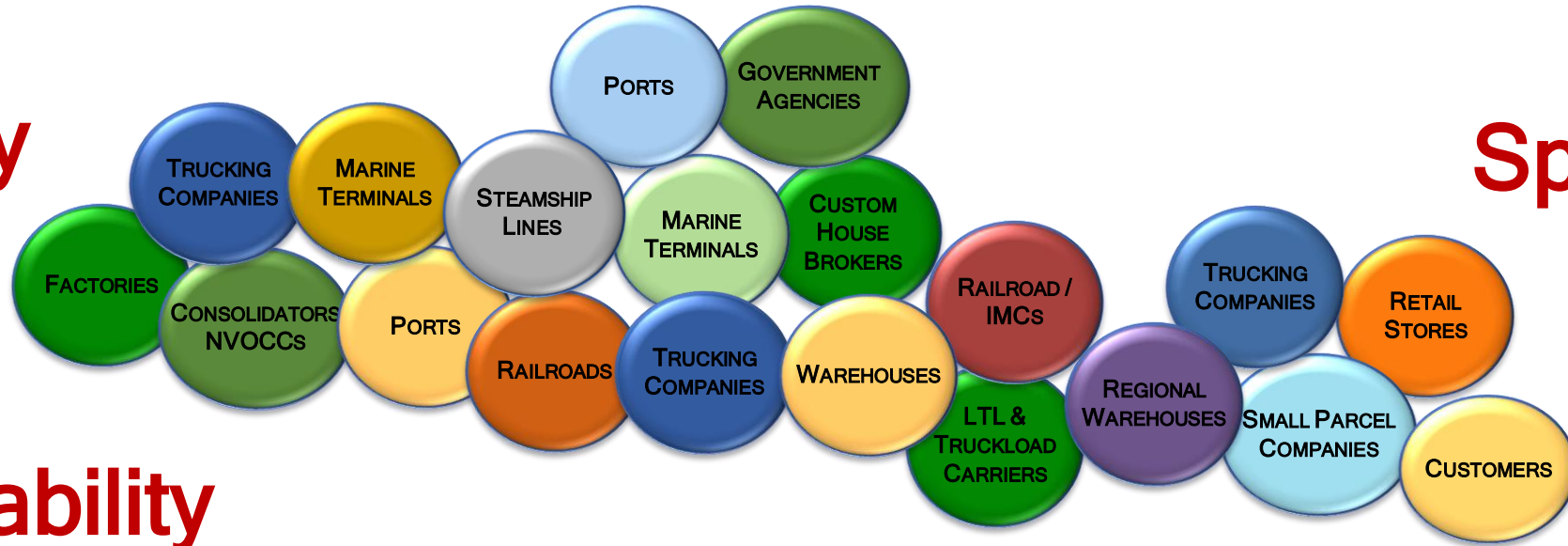
Price - Selection - Convenience



Customer Obsession

Flexibility

Speed



Reliability

CHANGE

Cost Effective

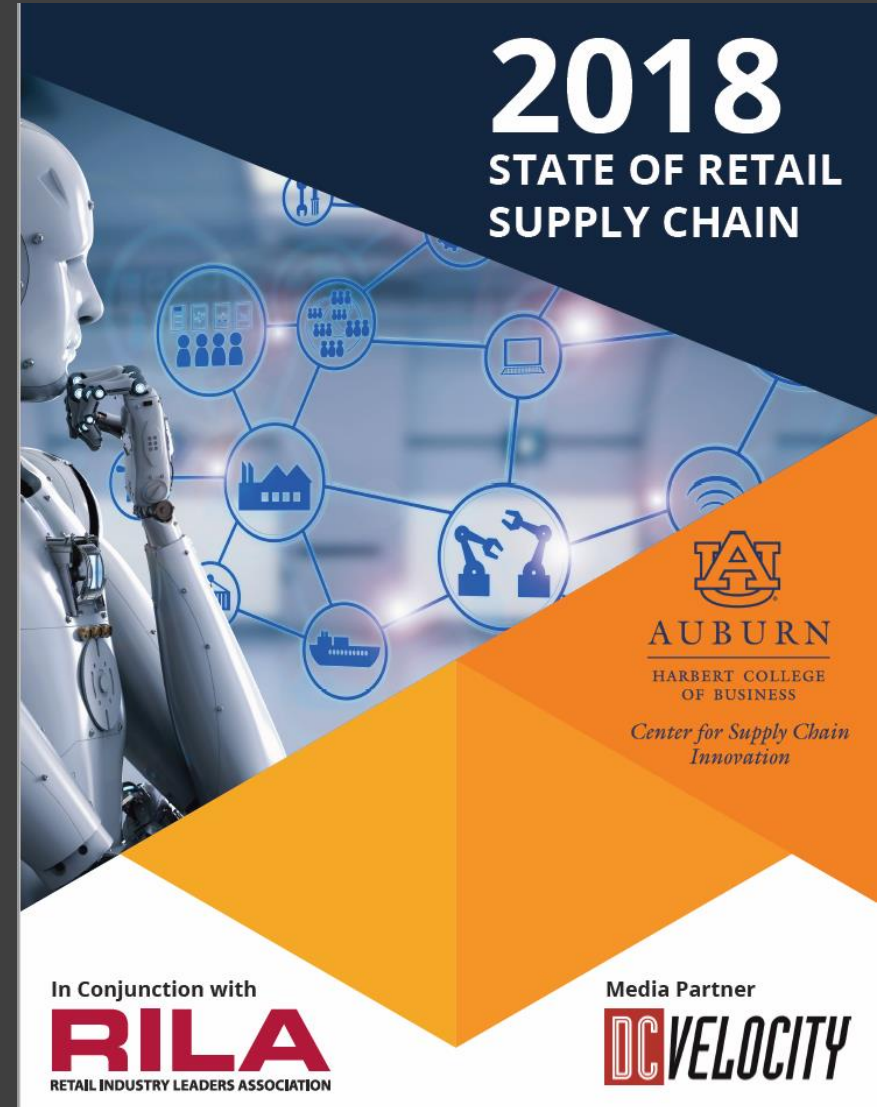
Innovation

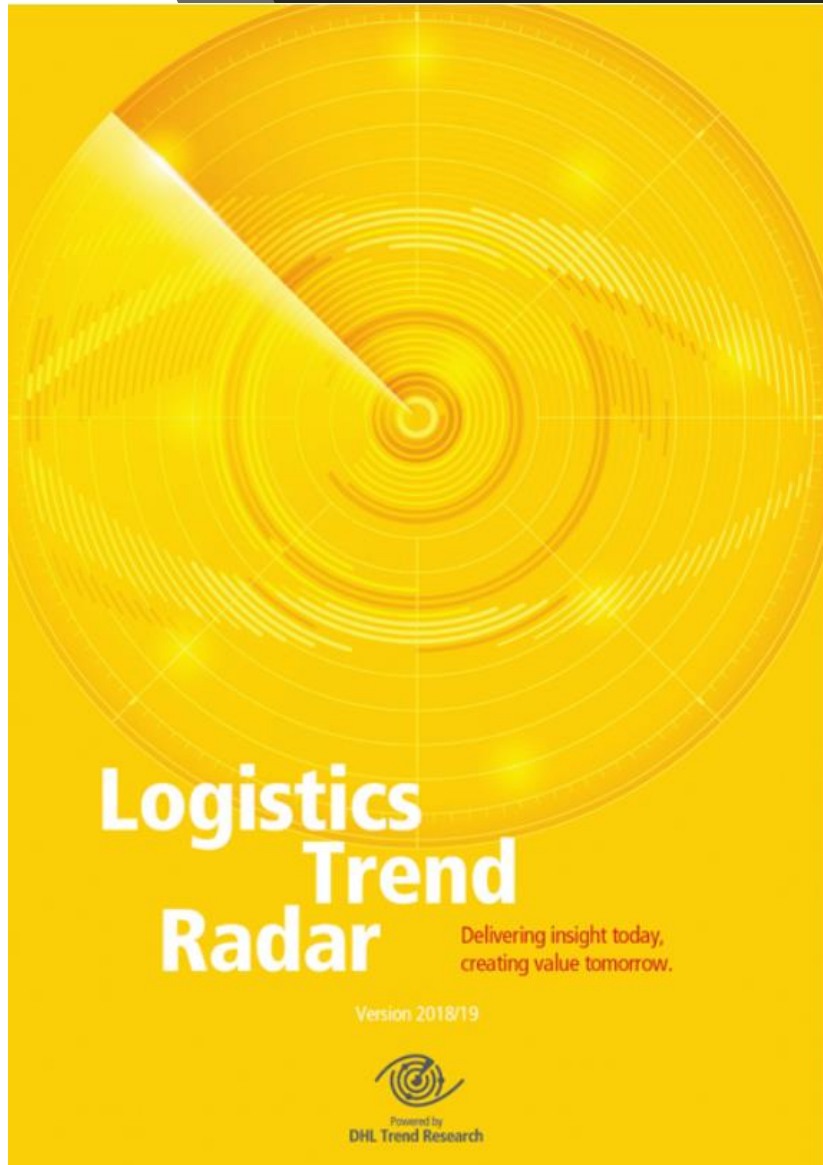
Keeping Shippers Awake at Night!



- “Amazon has changed everything. Now, people are going to become used to two-day shipping and start thinking that’s normal.”
- “We’ve got to respond to customers faster, partner with service providers better, and create flexible response more than ever.”
- “I’ve never been in an environment in my supply chain career like this. Every company says they’re in a transformative stage.”

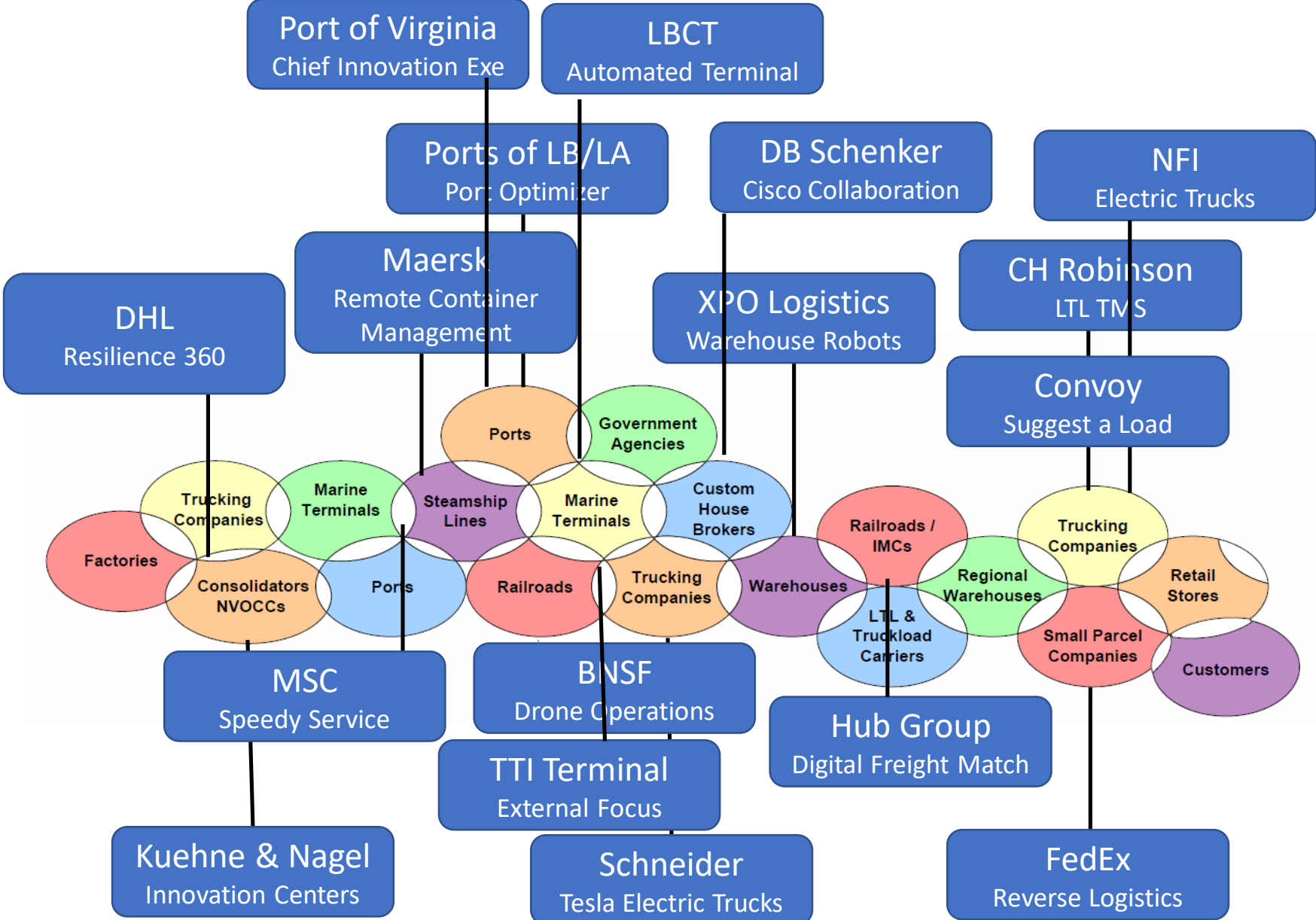
- Increasing number of corporations using their supply chain for competitive advantage.
- Amazon's supply chain is the Gold Standard.





- Evolution of Logistics - Smarter, faster, more customer-centric and sustainable.
- **Digitalization** represents the biggest opportunity in logistics since globalization.
- To stay ahead and actively shape this transformation, logistics professionals need to continuously identify and leverage new trends.

Global Supply Chain - World of Innovators

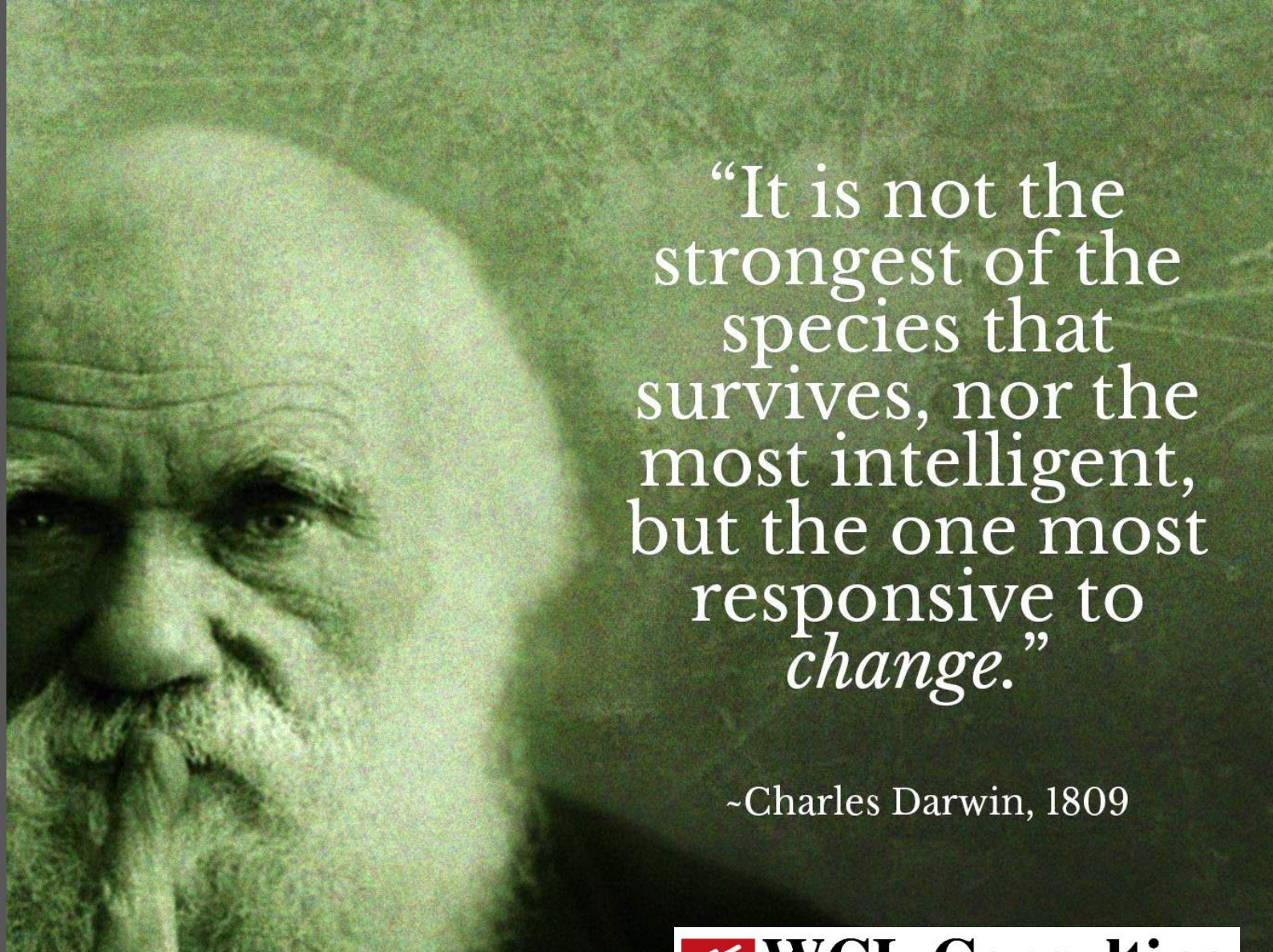




Reducing Interface Friction Points

- ✓ Continue to simplify interface processes
- ✓ Accelerate information flows from terminals to drayage operators
- ✓ Support off-dock container yards
- ✓ Maximize opportunities for Peel Off Container Handling
- ✓ Standardize Appointment Systems Across Terminals
- ✓ Work on improving chassis pool processes
- ✓ Help terminal staff better understand supply chain dynamics

Survival = Change



“It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to *change.*”

~Charles Darwin, 1809



WCL Consulting

World Class Logistics Consulting, Inc.

Jon DeCesare



3040 Old Ranch Parkway, Suite 300

Seal Beach, CA 90740

www.wclconsulting.com

Office: 562-435-2600

Cell: 310-963-6172

Email: jondecesare@wclconsulting.com