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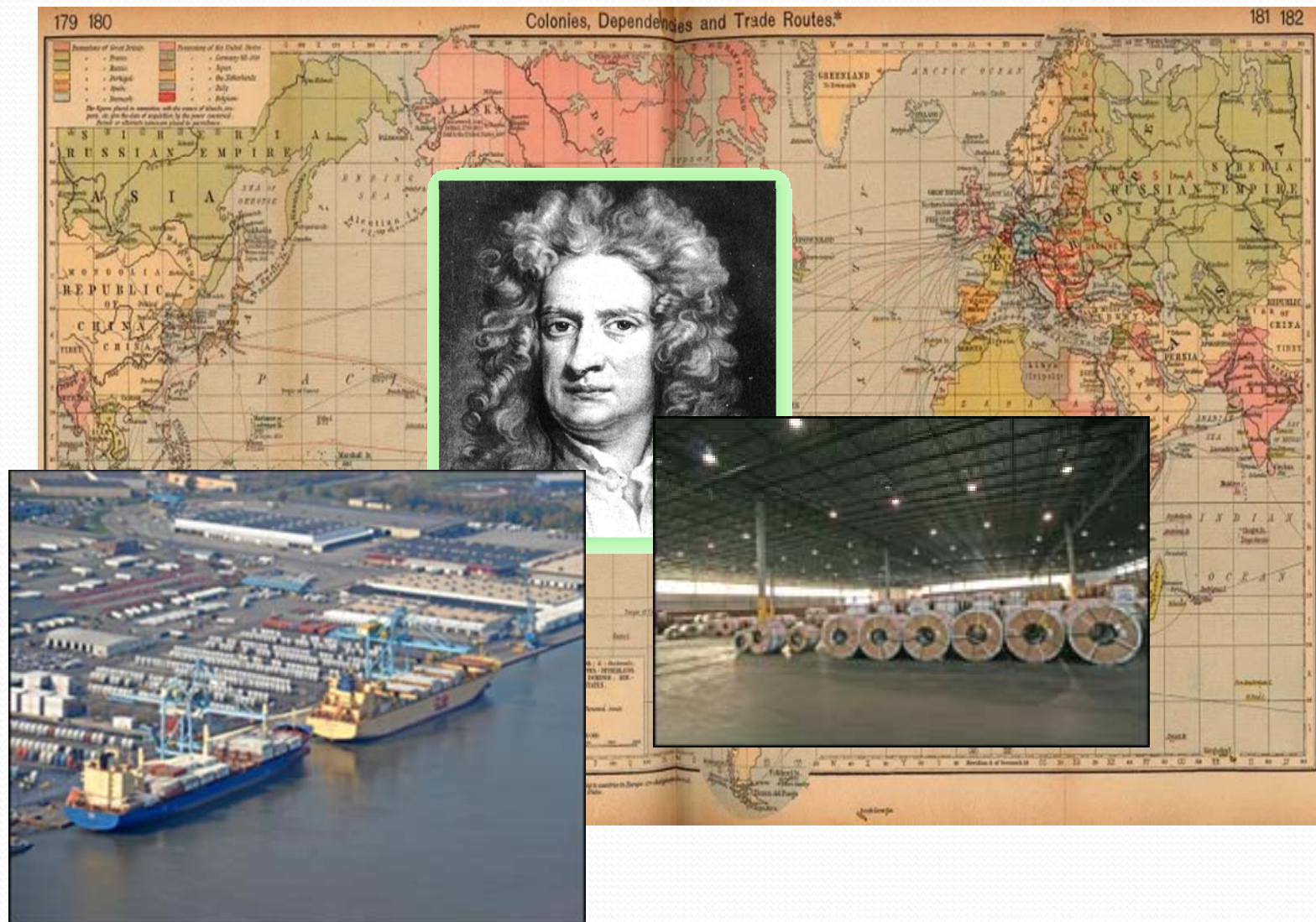
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- **The Positive and Pervasive Role of IT – Enhancing Management and Operational Efficiencies**
 - *The business of terminal operations demands effective **yard management**, **supply chain** coordination and risk management.*
 - *IT can be an effective business partner, **connecting** critical management and operation functions.*



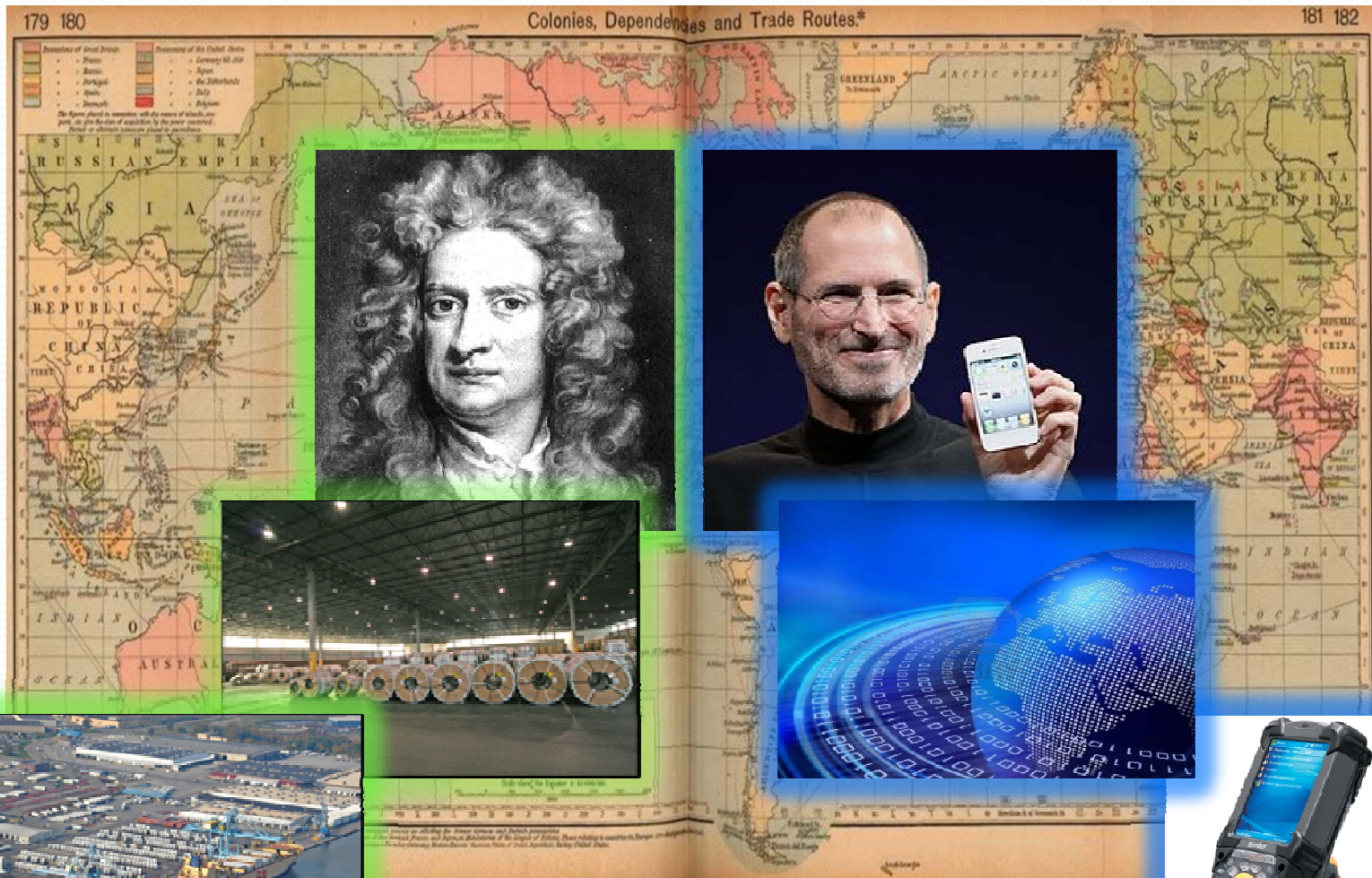
IT in the Port Business

1. Old vs. New Cargo
2. Data Entry
3. Data Mining
4. Everyone knows Everything Anytime Anywhere
5. Waterfront Myths
6. Vanishing Data Centers

1. OLD CARGO



New Cargo



9/20/2012

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2. Data Entry...

Data Entry

Handwritten Forms

Punching in

Keyboarding



Data... need not be re-created but

transformed from one form to another...

... Shanghai Pudong ...PDA equipment...manual labor to the use of **information technology**.



3. Data Mining

TradelQ™ - Find lists of importers

Zepol - TradelQ - Find Lists of Importers

TradelQ™ TradeView™

Save My Searches Screen Report Reset

Product: ALL Carrier: ALL

Consignee: ALL North America USA South Atlantic South Carolina

Shipper: ALL

Notify: ALL

All Company: ALL

All Text: ALL

Place Receipt: ALL

Intl Port: ALL

US Port: ALL

Arrival: ALL 2010 QUARTER 2 April

Shipments as of: May 12, 2010

Consignee Shipper Notify Carrier Place Receipt Intl Port US Port Arrival ADVANCED

Show Bill of Lading Hide List Trend Chart

8,957 Shipments shown by Consignee with Data sorted by Shipments

The Top 25 Items are displayed out of a total of 1,457 Items. (Shipments)

Consignee	Metric Tons	TEU	Cubic Meters	Shipments
Rouser (USA > South Carolina > Greenville)	16,943	1,233.10	23,090	403
Ross Store (USA > South Carolina > Fort Mill)	6,814	1,695.94	50,990	357
Hyosung (USA > South Carolina > Rock Hill)	9,705	805.00	5,298	221
Fuyao (USA > South Carolina > Greenville)	5,308	534.00	55,853	213
Ira (USA > South Carolina > Fort Mill)	450	52.07	719	156
Frederick (USA > South Carolina > Fountain Inn)	150	30.14	0	147
Michelin (USA > South Carolina > Greenville)	6,485	664.00	8,788	143
Meiko (USA > South Carolina > Timmonsville)	563	82.00	2,186	119
Black Decker (USA > South Carolina > Fort Mill)	2,023	376.37	102,822	117
Mr. Roy (USA > South Carolina > Greenville)	5,928	337.00	9,409	116
Arc (USA > South Carolina > Charleston)	1,194	245.25	3,705	109
Rotonen (USA > South Carolina > Ladson)	354	38.61	41	101
Adidas (USA > South Carolina > Spartanburg)	934	296.39	3,620	95
Black Decker Power Tools (USA > South Carolina > Fort Mill)	1,293	249.39	7,380	81
Perfuma (USA > South Carolina > Fountain Inn)	65	15.54	23	71
Garden Zone (USA > South Carolina > North Charleston)	1,863	351.70	6,712	68
Noosh Robert (USA > South Carolina > Anderson)	103	14.84	48	65

PIERIS

Search Results

Search Criteria

Database: myPIERIS - CNA

Cargo Type: Containerized Non-Containerized Both

Direction: Import Export Both

Output Type: Data Downloaded

From: 9/1/2010 To: 9/30/2010

Records: 1

Save

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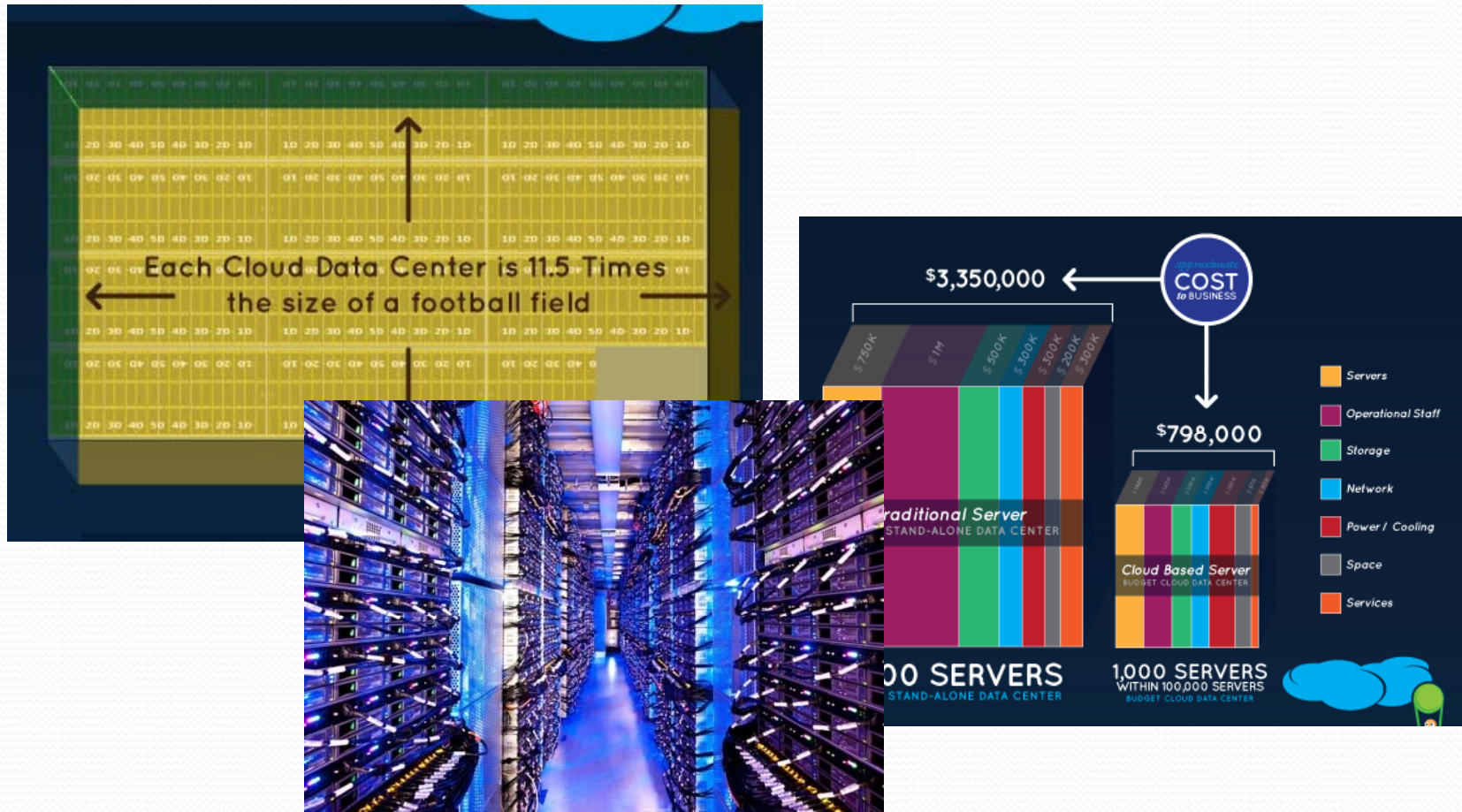
4. Everyone knows Everything Anytime Anywhere ... HOW?

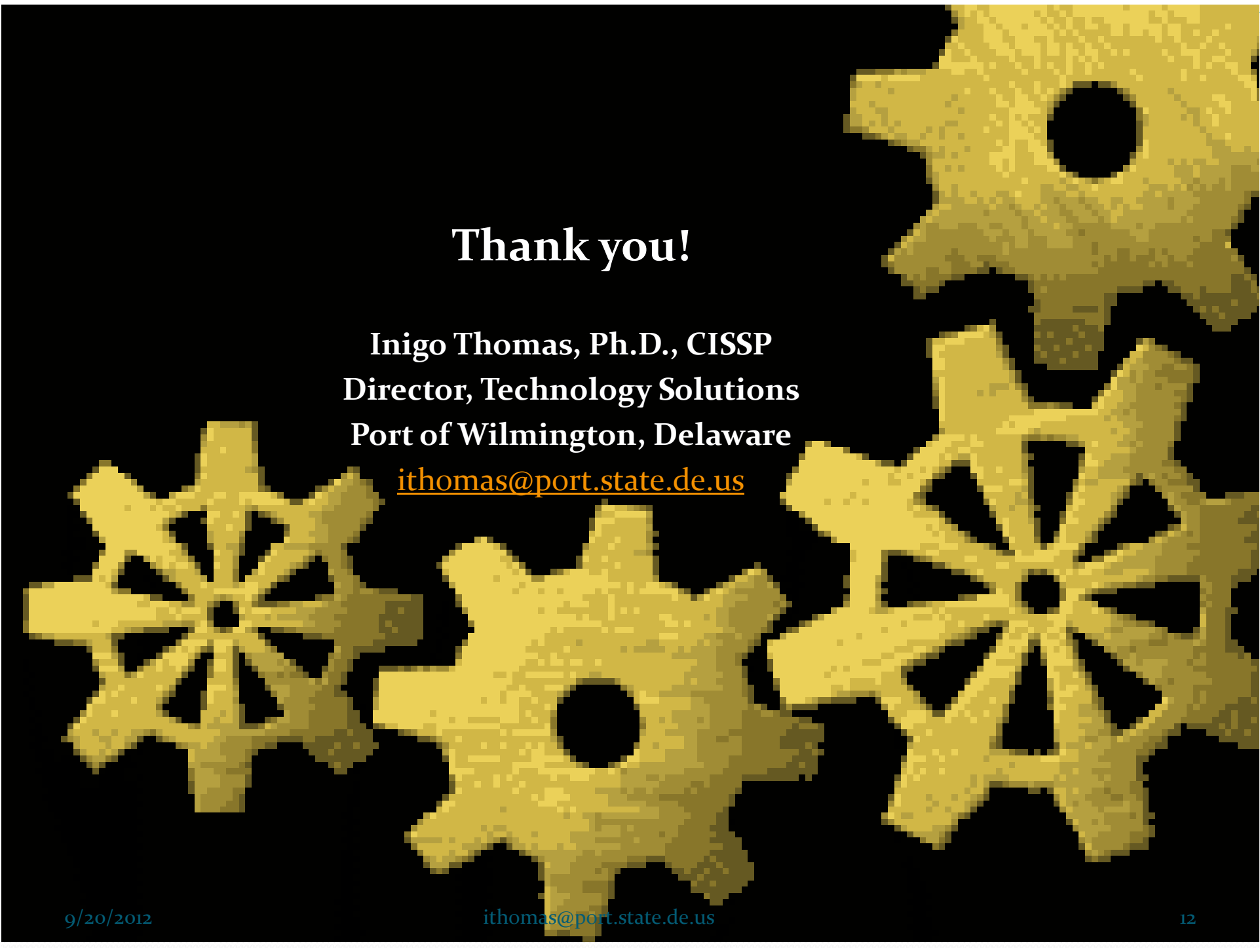
1. IT Backbone - Yard Management, Real-time, Cloud...
2. Agile Database – EDI Input, Transform, Retrieve, Link...
3. Cyber Secure – no geo boundaries!
4. RAD - Customize TOS, Reports, Web/Apps...
5. Handhelds, OCR, MDTs, RFID – with 1.

5. Waterfront Myth? Dashboards...



6. Data Centers... a commodity



The background of the slide features four interlocking yellow gears of different sizes. One gear is in the top right corner, another is in the bottom left, a third is in the bottom center, and a fourth is in the bottom right. The gears are rendered with a pixelated or dithered texture.

Thank you!

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