Marine Terminal Efficiency
Perspectives of Transportation Service Providers

A Global Supply Chain View

Jon DeCesare CMC
President

WCL Consulting
World Class Logistics Consulting, Inc.

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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.
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
Customer Obsession

Flexibility

Speed

Reliability

CHANGE

Innovation

Cost Effective
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.
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
Jon DeCesare

WCL Consulting
World Class Logistics Consulting, Inc.

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