Port Optimizer™

Driving visibility & execution in an integrated supply chain
A New Era of Interdependence

Today, success requires:
- Eliminating silos
- Sharing information
- Predicting & optimizing data

@ Scale: x N

N = number of companies/transactions
Port Optimizer

Enabling visibility and execution across an integrated supply chain

Port Optimizer

Cargo Owner

- Visibility + Cargo Velocity
  - \( \uparrow \) visibility for better customer service
  - Better planning for dray partners \( \rightarrow \) \( \uparrow \) cargo velocity thru ports

- Cargo Dwell + Cargo Velocity + Productivity
  - \( \downarrow \) container dwell
  - \( \uparrow \) velocity through better planning
  - Reduced and improved handling (touches, etc)

- Cargo Owner
  - \( \uparrow \) visibility of cargo thru port
  - \( \uparrow \) velocity of empty returns

Marine Terminal Op’r

- Visibility + Cargo Velocity
  - \( \uparrow \) velocity of cargo thru port
  - \( \uparrow \) velocity of empty returns

- Marine Terminal Op’r
  - \( \uparrow \) visibility + Cargo Velocity

- Motor Carrier
  - Turn Times + Productive Turns
    - Faster truck turn times
    - \( \uparrow \) number of productive turns per day

- Junior Carrier
  - \( \uparrow \) number of productive turns per day

- Motor Carrier
  - Turn Times + Productive Turns

- Railroad
  - Rail Volume + Visibility + Speed
    - \( \uparrow \) rail volume through ports
    - \( \uparrow \) visibility to export dates
    - Improved equipment planning
    - \( \uparrow \) speed of rail volume thru ports

- Railroad
  - Rail Volume + Visibility + Speed

- Railroad
  - Rail Volume + Visibility + Speed

- Chassis Provider
  - Accuracy + Chassis Utilization
    - \( \uparrow \) accuracy of chassis inventory and forecast
    - \( \uparrow \) chassis utilization
    - Improved planning
    - \( \uparrow \) chassis utilization

- Chassis Provider
  - Accuracy + Chassis Utilization

Confidential & Proprietary
Product Principles

• “System of systems” … fits within the existing Supply Chain ecosystem to enable interoperable supply chain visibility. GET architecture / delivery mechanism is purposely flexible.
• Partnerships … open to and actively exploring technology partnerships across the Maritime shipping / broader Supply Chain ecosystem.
• Data Stewardship … you own your data and should define how it is used. GET role is to act as independent data stewards and software providers. Transparent & consultative about how data is used. GE is not seeking to share sensitive information.
Evolving to Meet Stakeholder Needs

**Existing Websites**

- **Siloed Data**
  Data exists on many different sites

- **Unreliable Information**
  Sites not updated in a timely manner, stale/incorrect information

- **Lack of Consistency**
  Different sources report data in different ways

**Pilot Program**

- **Earlier/More reliable visibility to inbound traffic**
  “We only find out what’s coming 2 or 3 days out” – BCO

- **Combine multiple different data sources in a single, curated portal**
  “I am going to 14 different websites every morning and they are all different” – Dray Provider

- **Secure, Managed Access**
Evolving to Meet Stakeholder Needs

Port Optimizer™

• Targeted, Persona-Based Information
  Focusing the right data to the right users

• Vessels/Containers Updated Consistently
  "If my container gets rolled, I need to know as soon as possible." - BCO

• Business-Critical Information Readily Available
  Last Free Day, Availability, ETAs

Port Optimizer™ Next Phase

• Enhanced for Dray and BCO
  Added focus on container movements across entire flow

• Multi-Terminal Appointment Scheduling
  "Everybody does something different. I want to be able to do all my scheduling in one spot." – Dray Provider

• Advanced Analytics
  Better planning of what's coming next through predictive/prescriptive analytics
Data Foundation Enabling Port Optimizer

Data is the foundation - Grow technically, organizationally and culturally around data

➢ Common distributed platform across organization enables a cross function digital thread
➢ Productize data insights to connect data providers to users with data in the right direction
➢ Build solutions to scale at a company level, across partners & enable open source innovation
Data Foundation Enabling Port Optimizer

- Unified transport logistics data model consolidation in the multi-tenant system
- Data quality cleansing, and deduplication
- EDI messages unification and consolidation
- Transactional data integration with the industry reference files
- Scalable big data platform as service
- Portable data services for different geographies and customers
- Schema-less data consumption
- Data Analytics services using industry reference data and transactional data