AAPA Finance Seminar
Norfolk 2010
Port Everglades Department of Broward County
Ft. Lauderdale, Fl.

Revenue/ Operating Budget
Diversified Revenues
Transaction Volumes
Structure
Agenda

- Revenue Management Information System
- Upgrade Legacy Mainframe System
- Process, Planning and Partner

Cruise Terminal 18
Business Case to Upgrade System

- Hardware and software were at the end of their development cycle, maintenance only with limited or no upgrades
- Increased necessity to provide manual “work arounds” to generate automatic invoices
- Increase the flow and timeliness of information distribution
- Encourage vessel agents to directly enter their berth requests into the new system
- Integrate real-time vessel tracking information
Challenges

- Integrate information from Silos of Information
- Communicate and share all data and information both internally and with external business partners
- Operate more efficiently with accurate & timely information
Constraints - factors

- Various skill levels of users

- Information
  - Volume
  - Dispersed
  - Formats
  - Views
Constraints - factors

- Integration of all port activities (vessels, cargo, billing, property)
- Dispersed locations of input and reporting
- Extensive Reporting (Detailed, General, Formal)
Needs Requirements

- Fully Integrated Vessel Scheduling, Billing and Property Management Systems
- Automated billing based on Port Tariff
- Accounts Receivable / Collections
- Integration with County General Ledger
Established Goals

- Replace legacy mid range computer system with state of the art business solution
- Retain existing 15 years of electronic data / history
- Customize an existing application as opposed to designing from scratch
- Leverage new technologies to provide timely information interactively
- New system to be used and supported by existing staff
Solution - benefits

- Accurate and timely information
- Automation of port rules
- Information sharing not replication
- Manage flow of information from various sources
- Enable community communication
- Manage flow of information from various sources
Vessel Reservations input by Vessel’s Agent via Web

- Agent to Book Reservations
  - Agent inputs:
    - Vessel name
    - Cargo type
    - Resources requested
    - Estimated time of arrival
    - Estimated time of departure
- Harbormaster reviews and approves and checks for berthing / crane rental conflicts
- Harbormaster Confirms Resources Requested
- All users – view status update in real time
- Harbormaster reviews and approves upon departure
- Harbormaster transfers to billing
Web Application for Port Community: Login or View Only
Billing for Vessel Services Provided

1. From Harbormaster
2. Billing Task
3. Tariff / Rate Table
4. Terms of lease/Use agreement
5. Supervisor Approval / Review
6. Invoicing

A/R – G/L
Leased Property Management Information

- Properties
- Tenants
- Agreements
- Rent Roll Generation Monthly
- Invoice sent to tenant
- Invoice posted to Accounts Receivable and General Ledger
Future Integrated Community

- Lloyd’s Registry
- Coast Guard
- Crane Booking
- Tug Boat
- Linehandlers
- Harbour Master
- Agent/Shipping Line
- Cruise Line Long-Term Schedule
- Public
- Pilot Association
Lessons Learned

- Skill level of team members, SME’s
- Recognize early silence – as potential problem
- Bring vendor on as early in the process as possible
- Have vendor work with you to develop functional requirements
Reasons for this option

- Eliminate repetitive input port wide sharing one large database
- One vendor to supply fully integrated system to include Operations, Finance, Business Development, Business Administration and all of senior management
- To facilitate communications among Port Community
- Gain efficiencies to reduce staff
Wrap-up

- How long should this process take to implement?
- How much would it cost?
- Skill levels of SME’s
AIS – Outer Boundary, ETA and ATA updates
AIS – Inner Harbor, Berth and Ship Specs