

## NAME OF CASE

*Smart Port Logistics at Hamburg Port*

## KeyWords:

Access to transport networks, infrastructure and nodes, IT-technologies and solutions (for management and administration), ICT (e.g. routing, guidance), transport optimisation, Communication between businesses and authorities: coordination, consultation, Innovative operational solutions, Modelling and forecasting, Data collection and statistics

## Case Logo or Picture:



## Description:

The Hamburg Port Authority (HPA), Deutsche Telekom and SAP are jointly starting a logistics IT solution designed to link up port-based companies, partners, and customers more closely. The "Smart Port Logistics" pilot project has resulted in a comprehensive IT platform that incorporates mobile applications (Apps) and thus makes it possible for traffic information and port-related services to be accessed from mobile devices such as tablets and smartphones.

## Benefits:

- less traffic jams in and around the port area
- less waiting time at docks
- less time to respond to traffic disruptions
- no misunderstandings (compared to communication via CBS, which was used before)
- optimised trip planning
- freight forwarding companies save time and money

## Starting Point/Objectives/Motivation:

**What was the main problem, idea or motivation that led to the development and introduction of the new practice?**

Road capacity within the port of Hamburg is restricted, and the options for modifying the roads to take more vehicles are limited. Thus, Europe's second-largest container port urgently requires an efficient traffic management system if it is to continue growing.

**What was the common practice before the implementation?**

Although state-of-the-art IT processes have already been used at the port of Hamburg, they weren't connected in a platform that integrates all logistics-related data and offerings. CB-radio was used to connect the truck drivers.

**What was the purpose and the sustainability objective of the case?**

The objective of the project is to optimize both traffic and logistics operations in order to allow larger quantities of goods to be transhipped in the port area.

## Solution

The Smart Port Logistics platform is highly innovative and the first of its kind. It's also easily transformable to other areas, e.g. airports and rail-freight depots.

## Success Factors:

- improves communication between driver and trip planner
- data is easy to access and use,
- helps to have important information at the right time at the right place
- no registration necessary

## Supported Strategic Targets:

### For public actors:

- Ideal utilisation of infrastructure
- Competitive logistics and transport system

### For private actors:

- Increased efficiency / productivity of logistics processes

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## Case Description (Cont.):

Smart Port Logistics is based on a combination of the TelematicOne solution from Deutsche Telekom, the SAP HANA Cloud platform from SAP and various concepts for Web-based service marketplaces. TelematicOne is a central control portal for logistics services suppliers that consolidates freight information from various telematics systems in a single application, where it is then actionable.

SAP HANA Cloud platform provides the mobile, cloud-based platform on which the IT-assisted logistics services and processes, such as TelematicOne, reside. There are also plans to provide business networks based on SAP HANA Cloud platform to offer port related information and services.

## Case Description (Cont.):

During the three-month test phase, 30 trucks were fitted with tablets and linked up to the Smart Port Logistics system. This system supplied the truck drivers with real-time traffic information from HPA's Port Road Management System and details of available parking space in the form of current, personalized messages about the traffic situation in and around the port area. The participating freight forwarding companies were also able to track their transport orders in real time.

## More information:

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## Transport mode or supply chain elements:

### Transport modes involved

- Trucks
- deep sea vessels

### Main actors involved

- Hamburg Port Authority (HPA)
- SAP for HANA Cloud
- Deutsche Telekom for TelematicOne
- ADAC (largest german automobile club) for traffic information and consulting
- Hoyer Unternehmensgruppe for petrol station management

## Pictures:



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