NAME OF CASE

iCargo Monitor

KeyWords:
IT-technologies and solutions; Communication between businesses and authorities: coordination, consultation; Transport management, fleet management; Data collection and statistics; Monitoring and benchmarking of processes

Description:
iCargo Monitor provides situational awareness for containerized ocean freight aimed at improving operational control and enhancing general service levels of the transport. It is a visibility platform that creates an integrated logistics overview across the whole ocean freight transport chain from door to door. Three persistent challenges of sensitive cargo are tackled with:
- Provide true awareness throughout the global supply chain
- Integrate disparate data sources into a holistic view of the respective operational situation
- bring these data together in a consistent and coherent way

Benefits:
• aggregates, standardizes and consolidates multiple data from external sources
• Allows full door-to-door transparency with the ability to act in time in case of deviations from plan
• Provide enhanced ocean freight services suitable for value, time and condition-critical customers
• Delivers on-time and accurate information and shows a high availability and responsiveness to real-time disturbances
• Adds external data sources to the ones already available to the forwarder which provides a more complete and reliable picture of the situation at any point in time

Starting Point/Objectives/Motivation:
The main problem, idea or motivation that led to the development and introduction of the new practice:
• gaps in the awareness throughout the global supply chain
• many proprietary container-tracking mechanisms
• Multiple data sources sometimes provide contradictory or incomplete information

Common practice before the implementation:
Global forwarders often use a proprietary visibility platform to improve in-transit control of sensitive shipments, including interaction with customs and contractors.

Purpose and the sustainability objective of the case:
iCargo Monitor addresses mainly business objectives regarding delivery of better logistics performance for the customer by making better and timelier decisions.

Solution
iCargo Monitor provides an holistic awareness of the situation without the need to implement a completely new software system substituting the existing IT-system.
iCargo Monitor has a positive effect on the failure rate and delay of shipments in complex supply chains.
iCargo Monitor contributes to the policy objectives of a competitive logistics and transport system as is improves the timely management of the supply chain.

Success Factors:
iCargo Monitor provides end-to-end visibility that serves the following:
• Accurate planning information for the entire supply chain
• Avoid problems of data fragmentation, delay and inconsistency
• Availability of information services that are usable and affordable

Supported Strategic Targets:
• Competitive logistics and transport system
• Increased efficiency / productivity of logistics processes
• Increased competitiveness
• Increased quality
iCargo Monitor is set up as a SaaS (Software-as-a-Service) that works with the forwarder’s existing IT applications without requiring a cumbersome integration project. iCargo Monitor consolidates, standardizes and aggregates multiple data from internal and external sources presenting them on a special dashboard. iCargo Monitor is a thin web-based layer on top of existing proprietary systems, using complementary external data sources, and is independent of complicated messaging interfaces.

The following were features that uniquely position the solution:

- Multi-leg, multi-source
- Dynamic process-based
- High reliability and completeness
- Impact mitigation support
- Single window
- Independent from customer data
- Independent from customer data
- Strategic motivation

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website (checked 17.12.2014):

relevant transport modes:
Road, heavy rail, deep sea vessels

supply chain elements covered:
transport, terminals, ports, handling, loading, transshipment, shunting, taxing, idling

The focus is on ocean freight based supply chains with pre- and on-haulage. Other supply chains focused on other modes e.g. rail intermodal may also use the solution.

Main actors involved:
IT-provider, LSP, terminal operator, consultant, customs, research institute

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