



ECASBA



2018 EUROPEAN SEMINAR

**“Shipping 2.0 – the new technologies and their impact
on shipping agents”**

Barcelona, 4th/5th June 2018

Technical Solutions for European Shipping Agencies

Santiago Gómez García

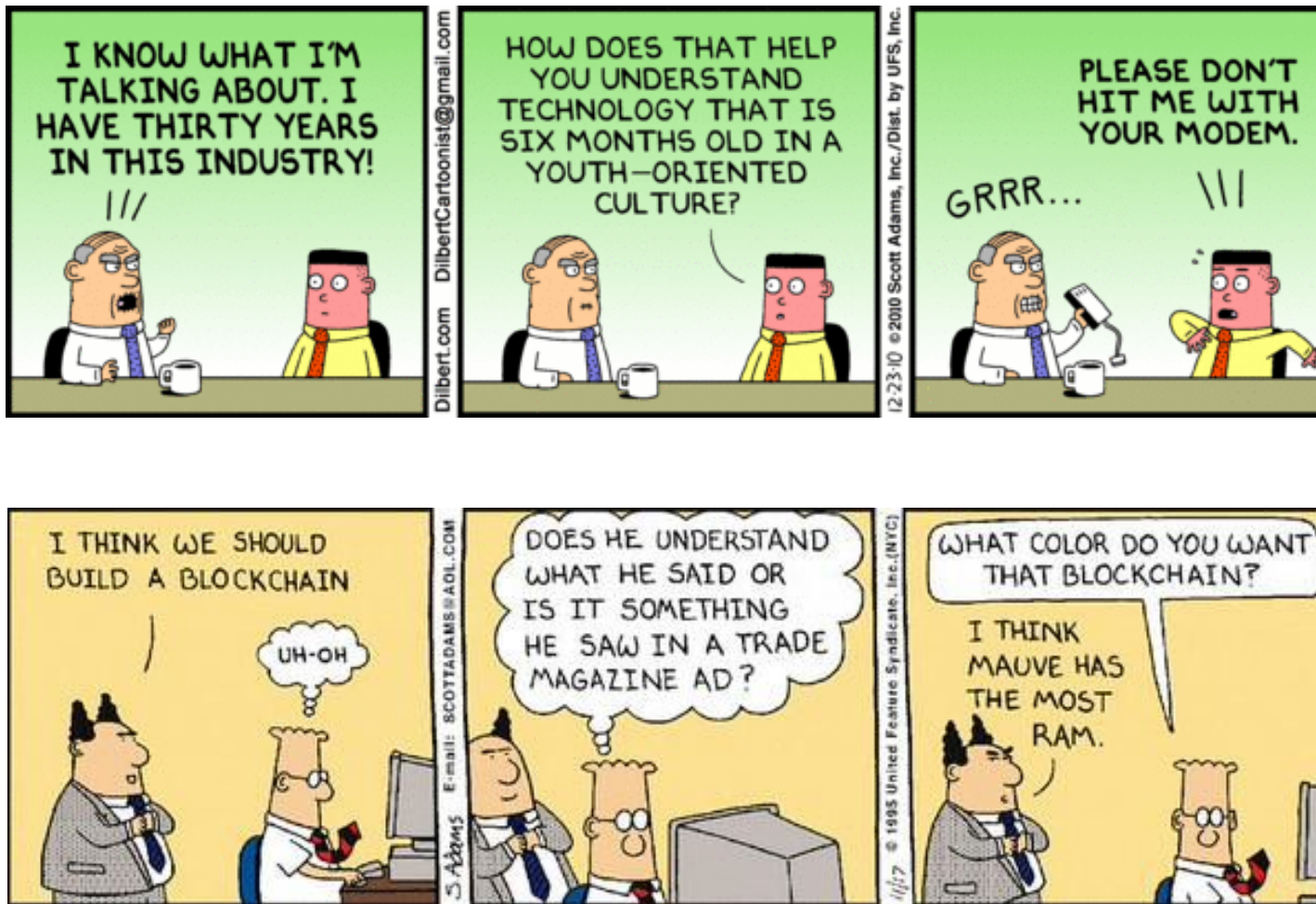
Barcelona, June 4th 2018

Index

- ERP/CRM/BI/KPI/Blockchain/Tracking...
- Shipping Agencies
- Software 5.0 (Software solutions)
- Standard Procedures – Documentation - PCS?
- 7 technology deadly sins
- Sometimes, more is less
- People: the key to success



Just for laughs



ERP / Blockchain / CRM / BI / CMI / KPI



- I have no **ERP** / no **CRM**
- My competitors have **BI**, **CMI** and **KPI** and I don't
- Everybody is talking about **BLOCKCHAIN** ?
- I haven't got **TRACKING** / no **TRACING** / no **ON-LINE**
.... **ARE YOU SURE?**

- **ERP**: Enterprise Resource Planing
- **CRM**: Customer Relationship Management
- **BLOCKCHAIN**: digitized, decentralized, public ledger of
all cryptocurrency transactions
- **CMI**, **KPI** and **BI**: How to MEASURE and EVALUATE my business

SHIP AGENCIES

Type of Served Vessels



Top Ocean Carriers



- All the Shipping Agencies are **DIFFERENT**
- Our business and our companies are **changing daily**
- The biggest asset of the companies is their **EMPLOYEES**

5th Software era (Software 5.0)

- Software 1.0: The beginnings. Software as a type of art
- Software 2.0: Multiprogramming and database – Huge storage
- Software 3.0: Integrated systems and ERP – All In One
- Software 4.0: Global Networks – More, more and more
- **Software 5.0: Software developed to satisfy the user**



Easy to use



Search and Find everything



Multiplatform

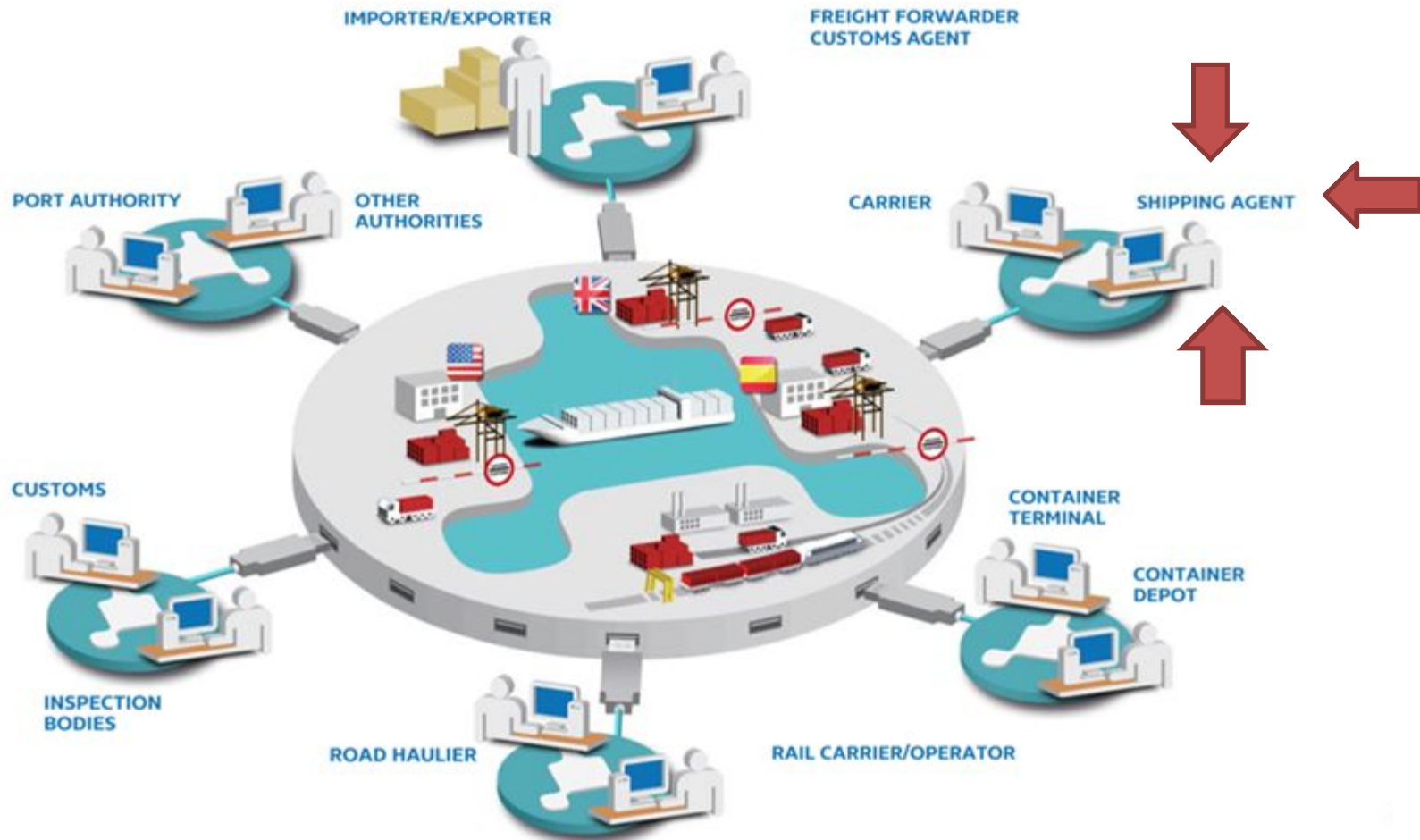


People First

New Technologies Software Benefits

- 1 DATA = 1 DATA ENTRY
- PCS FULLY INTEGRATED
- ON-LINE EVERYWHERE
- UP-TO-DATE
- CRM + ERP + BI + ...
- ON-LINE SERVICES TO CUSTOMERS
- INTEGRATED AND USER FRIENDLY SOLUTIONS
- KPIs / DASHBOARDS / BUSINESS INTELLIGENCE
- EDI / XML DATA TRANSMISSIONS
- PAPERLESS
- TO-DO-LIST / CHECK-LIST / WARNING TOOLS ...

Standard PCS – Port Community Systems



Standard Documentation & Procedures?

Bill Of Ladings

SHIPMENT INFORMATION SHIPPER: ABC COMPANY, 1234 MAIN ST, SUITE 500, NEW YORK, NY 10001 CONSIGNEE: XYZ CORPORATION, 5678 MARKET ST, PHILADELPHIA, PA 19106 CARRIER: UNITED STATES AIR MAIL SERVICE: REGISTERED MAIL, RETURN RECEIPT DATE: 2023-10-27 TIME: 14:30 WEIGHT: 2.5 LBS DIMENSIONS: 10 X 8 X 4 IN VALUE: \$1,200.00 INSURANCE: YES SPECIAL HANDLING: FRAGILE COMMENTS: URGENT DELIVERY		BILL OF LADING EXPRESS DELAYED NOTICE (INITIALS) EXPRESS BILL OF LADING  FREIGHT FORWARDER QUOTECOMM.COM	
SHIPMENT DETAILS ORIGIN: NEW YORK, NY DESTINATION: PHILADELPHIA, PA CARRIER: UNITED STATES AIR MAIL SERVICE: REGISTERED MAIL, RETURN RECEIPT DATE: 2023-10-27 TIME: 14:30 WEIGHT: 2.5 LBS DIMENSIONS: 10 X 8 X 4 IN VALUE: \$1,200.00 INSURANCE: YES SPECIAL HANDLING: FRAGILE COMMENTS: URGENT DELIVERY		SHIPMENT DETAILS ORIGIN: NEW YORK, NY DESTINATION: PHILADELPHIA, PA CARRIER: UNITED STATES AIR MAIL SERVICE: REGISTERED MAIL, RETURN RECEIPT DATE: 2023-10-27 TIME: 14:30 WEIGHT: 2.5 LBS DIMENSIONS: 10 X 8 X 4 IN VALUE: \$1,200.00 INSURANCE: YES SPECIAL HANDLING: FRAGILE COMMENTS: URGENT DELIVERY	
SHIPMENT DETAILS ORIGIN: NEW YORK, NY DESTINATION: PHILADELPHIA, PA CARRIER: UNITED STATES AIR MAIL SERVICE: REGISTERED MAIL, RETURN RECEIPT DATE: 2023-10-27 TIME: 14:30 WEIGHT: 2.5 LBS DIMENSIONS: 10 X 8 X 4 IN VALUE: \$1,200.00 INSURANCE: YES SPECIAL HANDLING: FRAGILE COMMENTS: URGENT DELIVERY		SHIPMENT DETAILS ORIGIN: NEW YORK, NY DESTINATION: PHILADELPHIA, PA CARRIER: UNITED STATES AIR MAIL SERVICE: REGISTERED MAIL, RETURN RECEIPT DATE: 2023-10-27 TIME: 14:30 WEIGHT: 2.5 LBS DIMENSIONS: 10 X 8 X 4 IN VALUE: \$1,200.00 INSURANCE: YES SPECIAL HANDLING: FRAGILE COMMENTS: URGENT DELIVERY	

Manifests

[illegible]

ICELANDIC SHIPPING & TRANSPORT The Shipping Office Dock Road Hafnarfjörður ICELAND		<div style="border: 1px solid black; padding: 5px;"> <div style="display: flex; justify-content: space-between;"> <div> <input type="checkbox"/> REGISTRATION (EIN & SÖNNUR) </div> <div> <input type="checkbox"/> SÖNNUR (EIN & SÖNNUR) </div> </div> <div style="border: 1px solid black; padding: 5px; margin-top: 5px;"> <div style="display: flex; justify-content: space-between;"> <div> 2. DESCRIPTION AND LOCATION OF VESSEL a. (1) REGISTRATION b. (1) DESTINATION PORT c. (2) COMPANY </div> <div> d. (2) DESTINATION e. (2) PORT </div> </div> </div> </div>		<div style="border: 1px solid black; padding: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;"> U.S. DEPARTMENT OF HOMELAND SECURITY BUREAU OF CUSTOMS AND BORDER PROTECTION </div> <div style="text-align: center;"> INWARD CARGO MANIFEST FOR VESSEL UNDER FIVE TONS, FERRY, TRAIN, CAR, VEHICLE, ETC. </div> <div style="text-align: right;"> Approved CBP No. 1001-00001 Customs Manifest ID: 0000000000 </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div> 19 CFR 123.4 123.7 123.61 1254 </div> <div> 2. Name of Master or Person in Charge Driver: Adan Frausto López </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div> 3. Name and Address of Owner Baseball de Maricao de C.V. C/Eliz. 30, H.A.S.C. Esperanza Tecate, Baja California, 21410 </div> <div> 4. Focusing Port of Lading 5. U.S. Port of Destination 6. Port of Arrival 7. Date of Arrival <div style="text-align: right; font-weight: bold;">05/30/2007</div> </div> </div> </div>	
---	--	---	--	--	--

Column No. 1	Column No. 2	Column No. 3	Column No. 4	Column No. 5
Bill of Lading or Marks & Numbers or Address of Consignee on Packages	Car Number and Initials	Number and Gross Weight (in Kilos or Pounds) of Packages and Description of Goods	Name of Consignee	For Use by CBP Only
m.v. Maree No. 1 B/L Shipper Icelandic Ship	0 Carbons	300 pcs () Total Value: \$622.84 dls #EX-0002596	Foreign Client Inc. 1275 Swan Street, Ste WABASH Huntington, Indiana, 46750	

What Standard? Which are the steps to coordinate the logistics of an expedition/booking? Are they always the same? Who defines them? How many departments / people are involved? What are the critical points? Are they defined = ISO?



“Shipping 2.0 – the new technologies and their impact on ship agents”



7 Technology Deadly SINS



FUNCTIONALITY – Necessary capabilities and their scalability



GLOBALITY - Do not involve the different areas of the company



TECHNOLOGY - Do not analyze the technological solution (Evolution, Partners, ...)



OFFER - Do not analyze the software solutions variety



CLOUD SERVICES – Do not analyse CLOUD and SAAS Services



SERVICES – Do not analyse after-sales service and maintenance costs



COMPARE - Do not request different budgets and do not compare them

Sometimes, more is less

The paradox of choice

20 years ago, one high-end catalog seller of mostly kitchen equipment and gourmet foods offered an automatic bread maker for \$279. Was it expensive? Was it too much money to spend in a bread maker machine? Compared to what? With a Ferrari? With a toaster? People used to buy it

Some time later, another company began to offer a larger capacity, deluxe version for \$429. What happened then? They didn't sell too many of these expensive bread makers. Sales of the less expensive one almost doubled! With the expensive bread maker serving as an anchor, the \$279 machine had become a bargain. It happens all the time

Or maybe both companies are the same one?

Maybe they want us to think we are choicing but we are not?

“We would be better off if we lowered our expectations about the results of decisions”

Barry Schwartz

The future... Is out There

SMARTPHONES



DRONES



3D PRINTERS



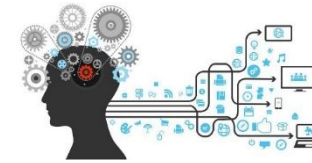
V.R.



ROBOTS



IOT - TELEWORKING



**Tomorrow ...
THE PEOPLE**



THANK YOU

