Fremantle port embracing digitalisation with outstanding results

By ANDREW SMITH, General Manager – Containerchain

For some time now, we have come to place significant value on digitalisation through common platforms that connect the landside and portside sectors of the container logistics supply chain. Driven by common data-platforms and interoperable technology solutions, gone are the days of having to manually complete forms or enter the same data numerous times over, or having trucks waiting in queues only to be turned away due to incorrect documentation.

With a greater understanding of the value of data driven platforms and technology solutions from both shipping lines and landside transporters, it's never been easier for the logistics industry to pinpoint exactly where containerised freight is at any point throughout its journey. This adoption of digitisation has led not only to increased visibility but also greater productivity, predictability and accountability for companies within the supply chain to abandon archaic processing methods and cater to what is expected by their customers as the 'new normal'.

The Port of Fremantle, currently fourth busiest in Australia, is at the forefront of adopting digitisation and technology solutions with around 89% of its daily delivery orders from its shipping line partners being received electronically and seamlessly into the key community-based landside platform being Containerchain.

The Port of Fremantle identified truck congestion as being one of the key areas for improvement at the port, which is situated amongst ferry access to a popular Western Australian tourist destination. By working with Containerchain since 2013 and supporting the implementation of their eGate and Driver mobility products, as an extension of the already successful vehicle booking system, Notifications, at the Empty Container Parks (ECPs); the Port of Fremantle was able to reduce truck congestion on roads surrounding the terminal by advocating with the shipping lines to communicate directly with the transport companies electronically in real-time to notify of delays. The introduction of eGate put the onus on the shipping lines and transporters to supply the information electronically, requiring no further monitoring or input from port stakeholder resources.

The strong take up of Containerchain products by industry has seen the Port of Fremantle become a front runner in terms of EDI transactions, helping to create an insight in to queuing and servicing of vehicles.

Fremantle Ports Logistics Manager Sue Hellyer said, *"Containerchain Notifications and the associated eGate application is currently the most widely used empty container technology solution within the Fremantle port precinct, providing a platform to regulate the flow of traffic and enables ECPs to forecast and service industry demand.*

The WA Port Operations Taskforce, along with Fremantle Ports, has had great success in working with shipping lines and other industry participants to ensure that the majority of delivery orders are provided in an electronic form. This support from shipping lines has made Fremantle a frontrunner in this digital space, leading to greater efficiencies for the container supply chain".

The eGate product has not only been a success in reducing congestion around the port. Transport operators have benefited from being able to see exactly where their trucks are in relation to the port precinct via eGate's geofence technology, including where they sat in queues to load or unload containers, and the type of work they were undertaking. This, along with the use of Notifications, has enabled transporters to plan their journeys more efficiently by being

able to view the truck processing capacity of the port ahead of time and book an appropriate timeslot by simply confirming the container number and depot, with all other required information being auto-populated in Containerchain electronically by the shipping lines.

Once created, the booking is then electronically dispatched to the depot and the Driver mobility app used by each transporter, producing a completely digital and paperless exchange of information between the parties with minimal manual data entry and reduced capacity for human error. The use of eGate and Driver mobility, coupled with Notifications, has delivered complete visibility and accountability beyond just GPS tracking and enabled all stakeholders to better predict and reduce turnaround times at an operational level, which has led to improved resource planning and less port precinct congestion.

Containerchain's General Manager for Asia Pacific, Andrew Smith said that the adoption of digitisation and latest technology products like Containerchain by the Port of Fremantle has provided significant improvement in operational visibility, planning and execution compared with other larger port precincts in Australia. *"The efforts of the Port of Fremantle and the transport and depot community in implementing our integrated Containerchain solutions have been significant and have led to significantly improved turn times and lower operating costs for truck operators, lower traffic congestion in and around the port precinct, and importantly, greater visibility and proactive planning between cargo owners and freight forwarders and their transport service providers for moving cargo."*

In recent times, the COVID-19 pandemic has further amplified the need for greater use of technology within working environment's as the world and its industries shift to a 'new normal' that rely on even less physical interaction and more contactless and digital driven processes. Having adopted Containerchain's Notifications, eGate and Driver mobility products, the Port of Fremantle is already ahead of the curve in ensuring a safe working environment using contactless technology where possible for all involved.

ABOUT THE ORGANISATION
Containerchain is a technology company who provides a connected suite of cloud-based software applications to the landside container and cargo logistics industry. Currently used in 9 countries and 20 ports globally, Containerchain's cloud-based software solutions are dedicated to simplifying operations, improving customer service levels and driving down the cost of moving containers from port-to-door.

Containerchain is a part of the WiseTech Global group, a leading developer and provider of software solutions to the logistics execution industry globally.

Enquiries: www.containerchain.com

Unlock **value** and reduce **inefficiency**.
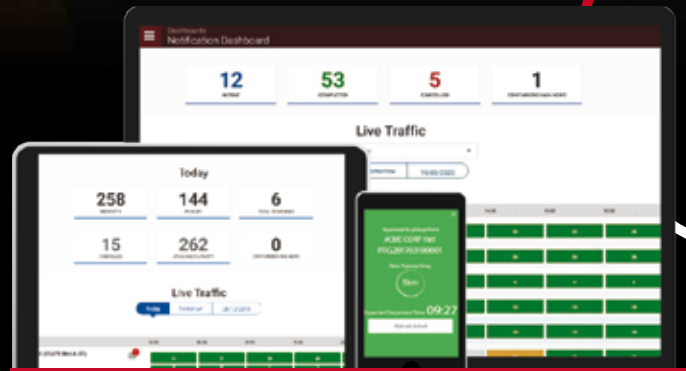
NOTIFICATIONS

Containerchain's **Notifications** product helps manage truck arrivals and queuing whilst dynamically optimising gate, dock and yard capacity during operations, delivering improved service levels at your facility.

- Pre-arrival trip validation and processing of trucks

- Efficient servicing and improved turnaround times

- Reduce queues, control traffic and optimize capacity planning

- Increase profitability from improved service levels

- Fully integrated with Containerchain's transport & yard system and Wisetech Global's Cargowise One