

Whitepaper

How can Predictive Fleet Analytics help you better plan and understand activities at port?

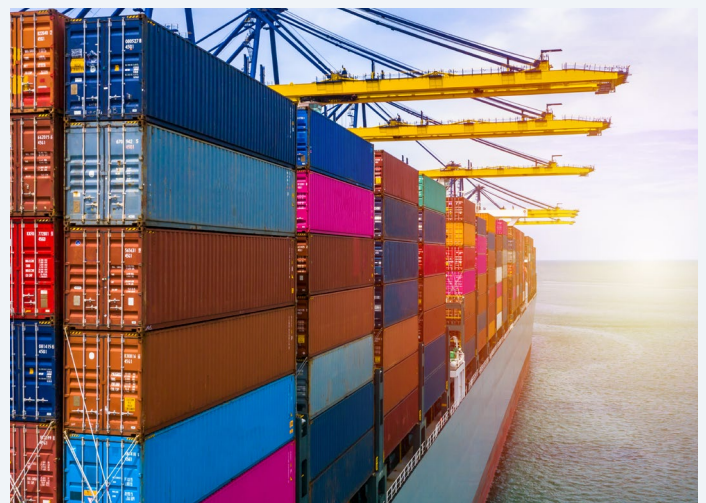
Sophisticated analysis of big data will transform how companies predict vessel movements and plan activities at port.

When trying to build an accurate picture of where ships are and what progress they are making, AIS data is frequently not enough. Over a third (36%) of AIS messages are missing estimated time of arrival (ETA) data, while another 27% fail to arrive within a day of their published ETA.

What's more, vessels manually change their ETA data an average of five times during a voyage. Even destination data is unreliable, with 63% of vessels publishing one port destination but ending up at another.¹

Given this state of uncertainty, logistics and commercial professionals are forced to supplement and verify AIS data via emails, phone calls to agents and knowledge from other sources. It can be a painstaking process to try and determine when a vessel is likely to be at a berth or at a terminal and what level of delay port congestion might cause. It requires significant time and effort and relies on fragmented sources of data with scope for major inaccuracies.

But all of that is about to change. A new level of analytics means businesses can stop chasing contacts and start streamlining their communications. Predictive Fleet Analytics (PFA) is a data-driven solution that makes accurate vessel movements and behavioural information readily available and accessible.



1. Lloyd's List Intelligence analysis of AIS messages from 2020

How Predictive Fleet Analytics benefits logistics and commercial professionals across the shipping and commodity industries

More accurate and reliable scheduling

Time saving

Accurate data on estimated times of arrival (ETAs) and estimated times at berth (ETBs) for all commercial vessels¹ could save you up to two hours each day spent sourcing information by telephone or email.

Better resource management

More accurate predicted voyage data can cut the number of rescheduled jobs by 20-30%. Cut travel costs for engineers or surveyors, and avoid losing jobs in busy ports with limited capacity.

Greater work fulfilment

With self-serve predicted departure times, as well as ETAs available, schedulers can be confident that they have enough time to get the job done.

Advanced notice of delays

Reschedule jobs in seconds and provide differentiated customer service, by learning in advance when delays will occur.

Adapting to customer needs

Access accurate information about the ship's next destination, so you can help customers organise services, such as parts or servicing, that match their requirements.

Data-driven decision making and cost reductions

Streamline decision making with PFA. Access port congestion information, accurate vessel statuses and port-benchmarking. Quickly discover how average waiting times, times spent at port, and other information compare at two ports of interest. Let decisions on scheduling be driven by the best quality data, saving on resources and other costs.

Stronger sales and business development

Satisfied, delighted customers

Improve supply chain visibility and notify customers of potential delays quickly. Reduce any negative experiences, improve customer satisfaction and enhance communication between sales staff, customers and delivery agents.

Smarter use of time

Save precious time spent on chasing data thanks to easily accessible information about a client's vessel, and spend longer nurturing and winning new business.

Effective sales delivery management

Combine the accurate data on ship ETAs, ETBs and ETDs with the information about local disruption at ports provided, to plan ahead and make sure goods reach the customer without delay.

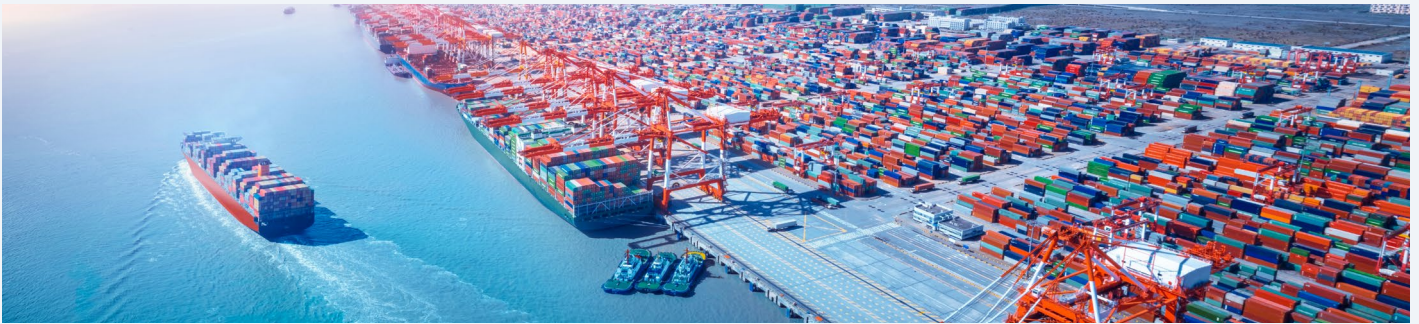
Eliminate guesswork

Work out how much time it will take to deliver a sale based on reliable data, rather than estimates or best guesses.

More upsell opportunities

Tailor your sales strategy to offer options that meet customers' needs better, with data on where their vessels are heading. Uncover business opportunities by understanding clients' fleet movements better.

¹ Covers bulk carriers, tankers, container vessels, ro-ro ships and passenger ferries.



Sharper market intelligence

Data-driven decision-making

Access vessel arrival data for competitors two days in advance. Understand which ships are travelling where and document rival companies' trading patterns. Attract and retain customers with unique market insights.

More commercial opportunities

Base your services on quality data, generating insights that commercial teams can use to target customers.

Save time collating data

Release more time to explore business opportunities and analyse the data for market insights, by spending significantly less time searching for information, now more readily available.

Understand your market position better

Combine predictive vessel movements with behavioural metrics (like 'stopped' or 'underway') to track consumption of materials like lubricants or understand market share better.

Plan ahead more effectively

Track vessel activities, destination, ownership and port trends over time, with the Trade Lane Analytics feature: a vital tool for strategy planning.

Identify bunkering locations

Understand the demand on bunkering locations, by tracking how vessels have bunkered historically.

Fleet operations

Getting the right data in time

React more quickly, without chasing agents and port masters. Manage delays and port congestion rather than waiting to get the bad news by email.

Time cargo discharge perfectly

Enhance your understanding of when to discharge cargo with accurate ETB data.

Increase voyage profitability

Save thousands in fuel costs and reduce days of waiting at port, with reliable berth and discharge information.

Reduce stress

Data on upcoming delays provides space to plan calmly, without the anxiety of juggling issues with multiple vessels.

Improve customer satisfaction

Save your customers money by reducing waiting times and avoiding financial penalties; saving between \$20,000 to \$100,000 per voyage (depending upon vessel type and size).

Manage environmental impact

Use congestion information to direct vessels to slow down and help reduce turnaround times. Avoid contributing to harmful emissions, and better manage fuel efficiency.

Smoother commercial operations for commodity companies

Reduced financial penalties

Minimise demurrage costs with accurate ETA, ETB, port congestion and turnaround times information.

Better visibility

Provide buyers with timely updates, mitigate financial risks and ensure full visibility of commercial operations.

Save hours each day

Eliminates the need to collate and verify data from multiple sources, with one reliable source of information.

Smoother operations

Plan deliveries more efficiently with enhanced ETB and vessel ETD information.

Superior customer service

Suggest the best locations for refuelling and other services, thanks to destination prediction.

Improved order taking

Provide predictive data on ETA/ETB/ETD to order-taking teams, to compare to customer data and flag issues.

Bridge the communications gap

Customers, internal services agents and suppliers all draw on the same arrival information, reducing confusion and keeping everyone informed.

Unlock the advantages of Predictive Fleet Analytics

Our new solution offers the following features:

- ▶ Vessel operational statuses
- ▶ Vessel behavioural analytics and benchmarking
- ▶ ETA, ETB and ETD for all cargo-carrying, passenger and offshore supply vehicles
- ▶ Predictive destination with probability score
- ▶ Port congestion and turnaround metrics
- ▶ Port benchmarking, comparing congestion and turnaround at two ports of interest
- ▶ Predictive waiting times and expected time at port by vessel
- ▶ Historical voyage, port callings and events timeline per vessel
- ▶ Predictive vessel tracking

Ready to get ahead?
Discover the new **Predictive
Fleet Analytics**

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