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Big Data, What's in it for ports?

More insights, better decisions…
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Sea Ports to benefit from Big Data in multiple ways

The use of big data is increasingly adopted as a tool to increase operational efficiencies, streamline information and communication, but strategic component is often overlooked

Operational efficiency / automation

Strategic Decision Making

Remote crane operator

Where is North?

How can big data help Ports improve strategic decision making?
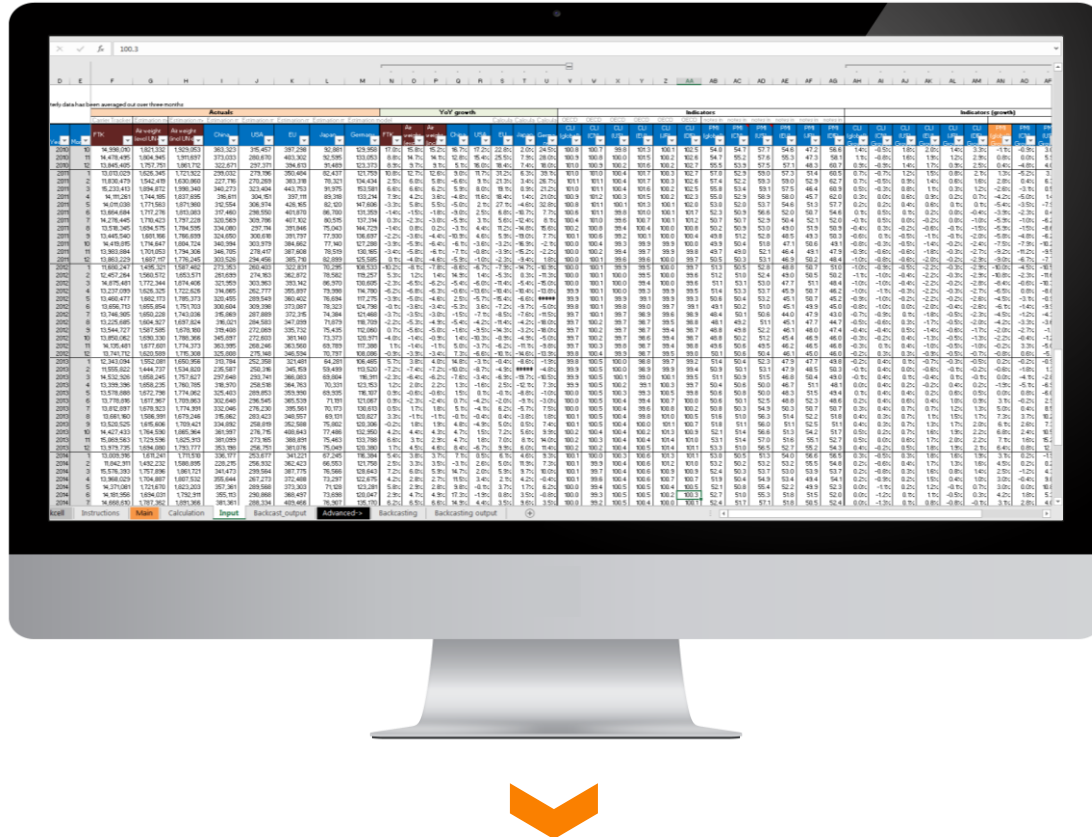
Sufficient options are available today

Nowadays ports can rely on internal port data, public sources such as Eurostat, OECD and commercial data providers for wide range of relevant and up-to-date statistics

If availability of information is not the issue anymore, how can ports benefit from it?

Although maintaining extensive databases is no easy task

At Seabury, 11 data scientists process over 70 million records each month in order to maintain 3.5 terabyte of trade data for 63 clients who access our databases over 45,000 times a year

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We can even derive informative visualizations from data

Business intelligence is no longer confined to large spreadsheets and armies of analysts as today's insights often come in the form of dashboards and interactive reports for management

If availability of information is not the issue anymore, how can ports benefit from it?

US market main driver of recent European TEU growth

Historic trade data can help identify areas of high recent growth such as Algeria and Vietnam or slower growing markets of larger size like the US and China

Top West Europe trade partners (import + export)

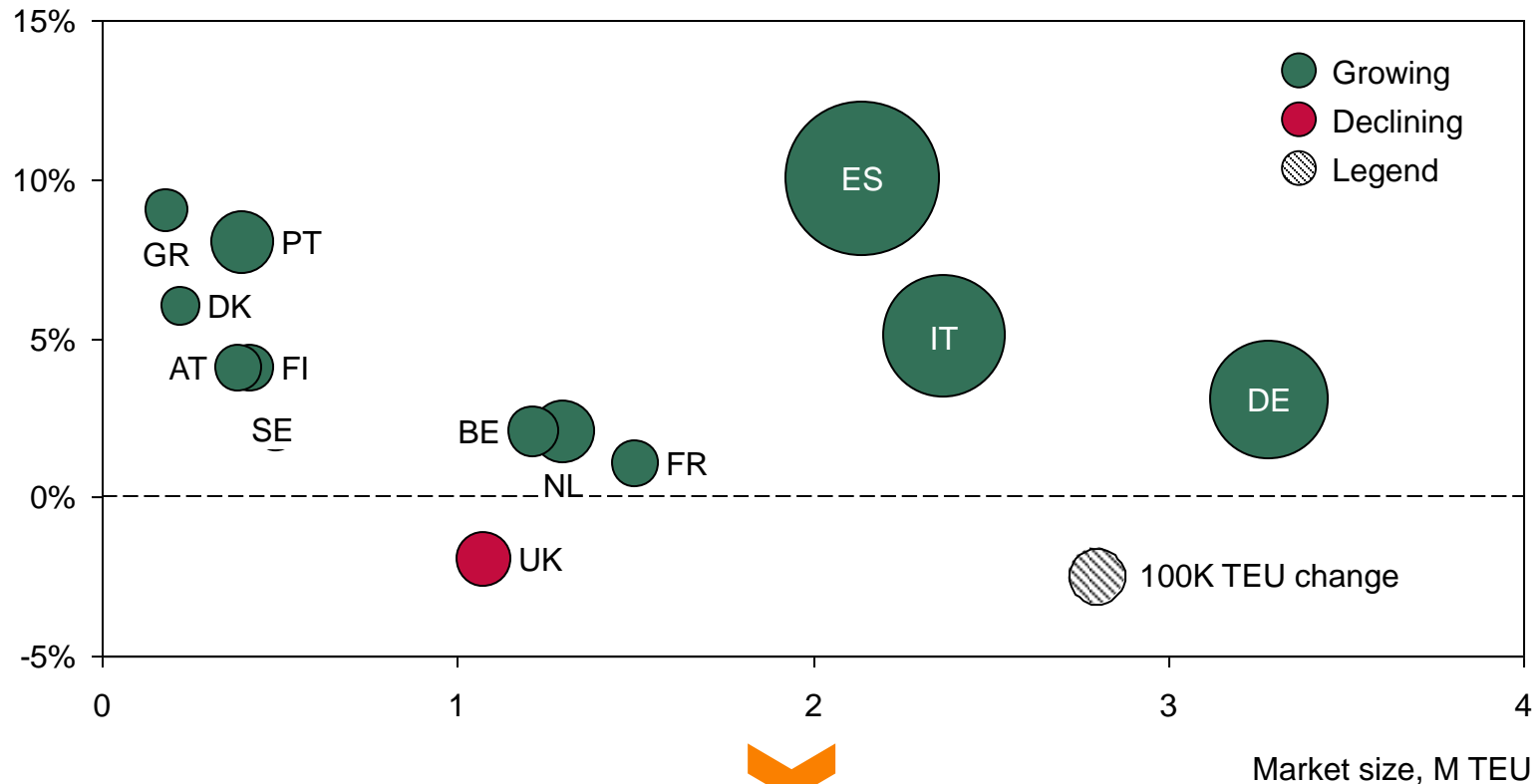| Absolute growth, Thousand TEU (2010-2015)		CAGR, % (2010-2015)	Primary Direction
USA	684	4%	Export
Morocco	334	14%	Export
Algeria	221	11%	Export
Vietnam	185	8%	Import
South Korea	182	6%	Export
Saudi Arabia	182	6%	Export
United Arab Emirates	180	8%	Export
Egypt	158	7%	Export
Mexico	142	7%	Export
South Africa	123	5%	Export
Taiwan	-20	-1%	Both
Argentina	-45	-3%	Import
Malaysia	-58	-3%	Import
Hong Kong	-80	-4%	Export
Syria	-98	-30%	Export
Brazil	-99	-2%	Import
Canada	-105	-3%	Export
Iran	-112	-16%	Export
Indonesia	-132	-5%	Import
China	-321	-1%	Import

Source: Seabury Global Ocean Trade Database; Seabury analysis

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Winners and losers…

Even as your location as port if fixed, it pays to know how the countries in your greater catchment are performing in terms of trade growth and what the potential is of each market

Containerized export growth per country, 2010-2015
CAGR, (%)

Bottleneck is not data availability, but how do you define/execute strategic options..

Note: Bubble size is magnitude of change, only including changes of 60,000 TEU y-o-y or larger
Source: Seabury Ocean Trade Database; Seabury analysis (March 2016), Seabury customs data only, UN Comtrade data excluded

So what…?

There are a number of strategic decision you can make as a port, and reliable and timely data will be increasingly important to make sure you keep heading in the right direction

Geographic Scope

Industry Segmentation

Strategic Partners

Gateway or hub function

Who is your competition?

Digitalization

Challenge is not just data, but implementation of strategy is key to future success

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Who's talking – Seabury Cargo Advisory

With over 250 professionals, Seabury is the largest global advisory practice in aviation and logistics, and the leading advisor to the cargo industry

Key customers of Seabury Cargo Advisory

Ports, Terminals, govt. & other	Port of Rotterdam, Port of Antwerp, HPH, MPA Singapore, SOHAR Port/Freezone, Fraport, CHANGI airport singapore, Schiphol Amsterdam Airport, Copenhagen Airports CPH, Hong Kong International Airport, swissport, Carrier Transicold, FloraHolland
Container Lines	MAERSK, OOCL, HAMBURG SÜD, HANJIN, MCC TRANSPORT, HMM, MOL, COSCO, NYK LINE Nippon Yusen Kaisha, Safmarine
Forwarders & Integrators	KUEHNE+NAGEL, DHL GLOBAL FORWARDING, DAMCO, SDV, Agility, FedEx, UPS, DB SCHENKER, PANALPINA, Expeditors, TOLL, JAS Forwarding Worldwide, CEVA, pantos LOGISTICS
Cargo Airlines	ETIHAD CARGO, IAG Cargo, QATAR AIRWAYS, CHINA CARGO, cargolux, JAL JAPAN AIRLINES, AirBridgeCargo, ANA, CHINA AIRLINES, NCA Nippon Cargo Airlines, Lufthansa Cargo

Thank you!

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