

THE MOBILE SOLUTION FOR CONTAINER TRACKING OPERATIONS

APM TERMINALS CASE STUDY

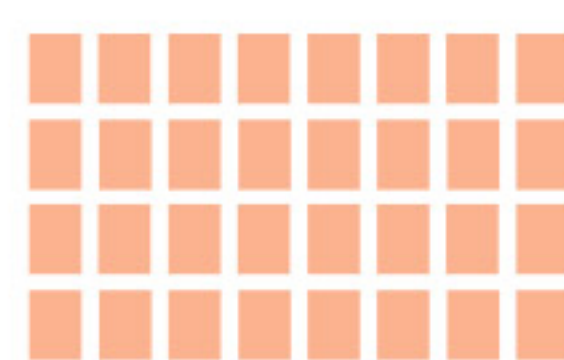
APM TERMINALS PROVIDES PORT MANAGEMENT AND OPERATIONS TO OVER 60 SHIPPING COMPANIES WHO SERVE THE WORLD'S LEADING IMPORTERS AND EXPORTERS OF CONTAINERIZED CARGO.

50
PORTS

34
COUNTRIES

19K
EMPLOYEES

20,000+
CONTAINERS PER DAY



THE DETAILS

ACROWIRE COLLABORATED WITH APM TERMINALS N.A., (APMT), PART OF THE A.P. MØLLER - MAERSK GROUP, TO DESIGN AND IMPLEMENT A MOBILE APPLICATION FOR COLLECTION OF OPERATIONAL DATA REQUIRED FOR CLIENT INVOICING. THE OBJECTIVES WERE TO STREAMLINE THE DATA COLLECTION PROCESS, REDUCE ERRORS, INCREASE REVENUE CAPTURE, IMPROVE ACCOUNTABILITY AND AUDITABILITY, AND ELIMINATE PAPERWORK.

THE SOLUTION

THE WORKING ENVIRONMENT IN THE YARD OF AN INTERMODAL CONTAINER TERMINAL IS HARSH AND REQUIRES MOBILE HARDWARE SPECIFICALLY DESIGNED TO WITHSTAND SUCH CONDITIONS.

APMT replaced their aging device hardware with Motorola Omnii XT15 handhelds. These units run the Windows CE 6 operating system, use a faster CPU, and have more memory than the legacy devices. Because the .NET Compact Framework was used, the mobile application was seamlessly compatible with the new device, improving performance and eliminating the need for modifications.

The application leverages a service-oriented architecture consisting of several related components, such as: native mobile application, hosted services for data synchronization, and a web portal for administration and accessing the management dashboard. The website portal is an ASP.NET MVC application that provides a dashboard for key operational metrics, a review page to approve transactions falling outside certain business rules, plus several administration pages for mechanics, devices, shifts, and users. Activity can be monitored as data is synchronized from mobile devices, and transaction data can be exported to Excel for additional analyses. With this paperless system, customer billing is completed each week in a fraction of the time it previously required.



THE RESULTS

THE APPLICATION HAS ALREADY EXPANDED TO SIX MODULES AND IS ACTIVELY USED AT TWO TERMINALS.

APMT has estimated the resulting cost savings and revenue capture improvements to be hundreds of thousands of dollars each quarter compared with the paper tracking processes that were replaced. The six modules implemented have eliminated a tremendous amount of error-prone, paper processes formerly required to collect critical information for customer invoicing.

During the pre-design phase of a custom application project, Acrowire spends significant time with the business to gain a thorough understanding of true client needs. The time spent with the process owners at APMT allowed Acrowire to grasp current and possible future needs and integrate this knowledge into the APMT Mobile architecture. The result is a highly flexible and scalable solution that has produced substantial cost savings and revenue capture for APMT.

The modular device application architecture is open-ended and allows for new modules to be developed, as needed. Ongoing error reduction and increased daily revenue capture allows APMT to continue to reap the rewards of their investment.

ABOUT ACROWIRE

Acrowire is a client-focused technology company delivering productivity solutions to clients of all sizes. Acrowire has extensive experience in various industries, including those with complex regulations.

With a global development and support team, we are able to minimize project costs and maintain quality by leveraging an established process-oriented methodology. This emphasis on high quality/low cost solutions and focus on maintaining long-term relationships with clients make Acrowire an excellent partner in helping you achieve your technology and business objectives.

To discuss how Acrowire can help with your technology needs, please contact us at info@acrowire.com.