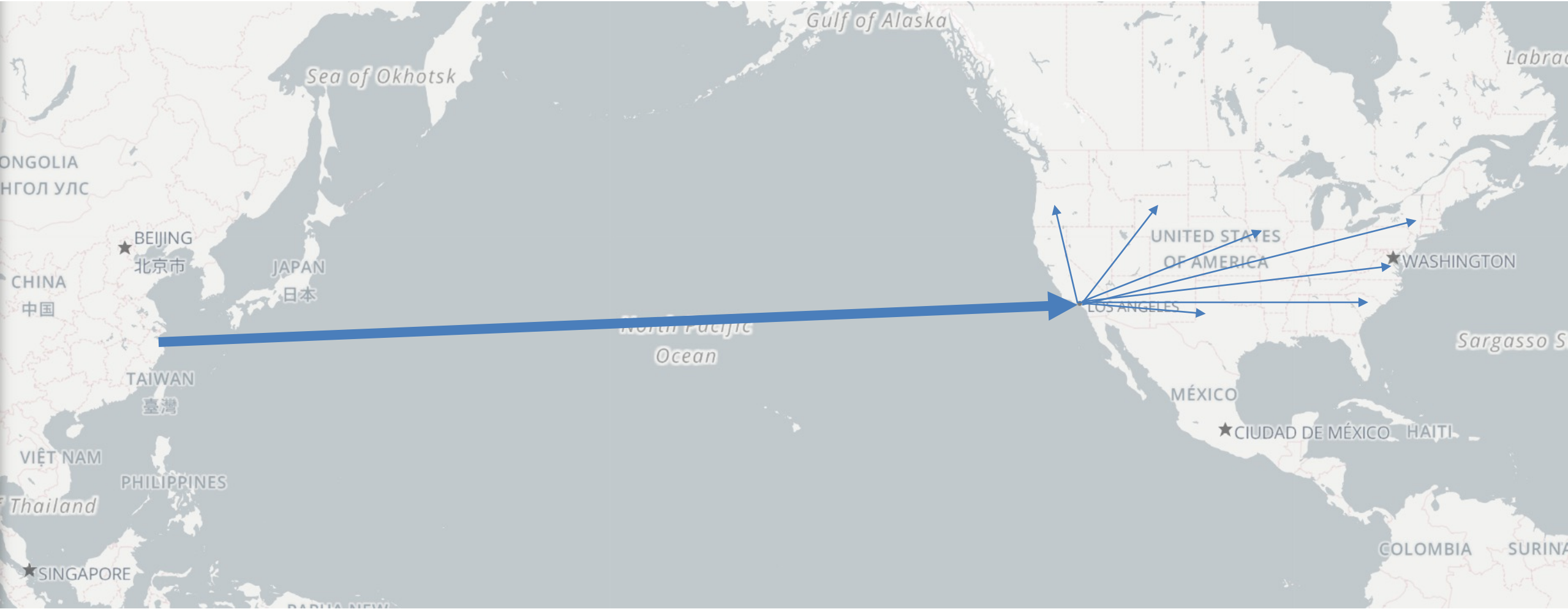# THE **INTERSECTION** OF **INTERNATIONAL** AND **INTERMODAL**
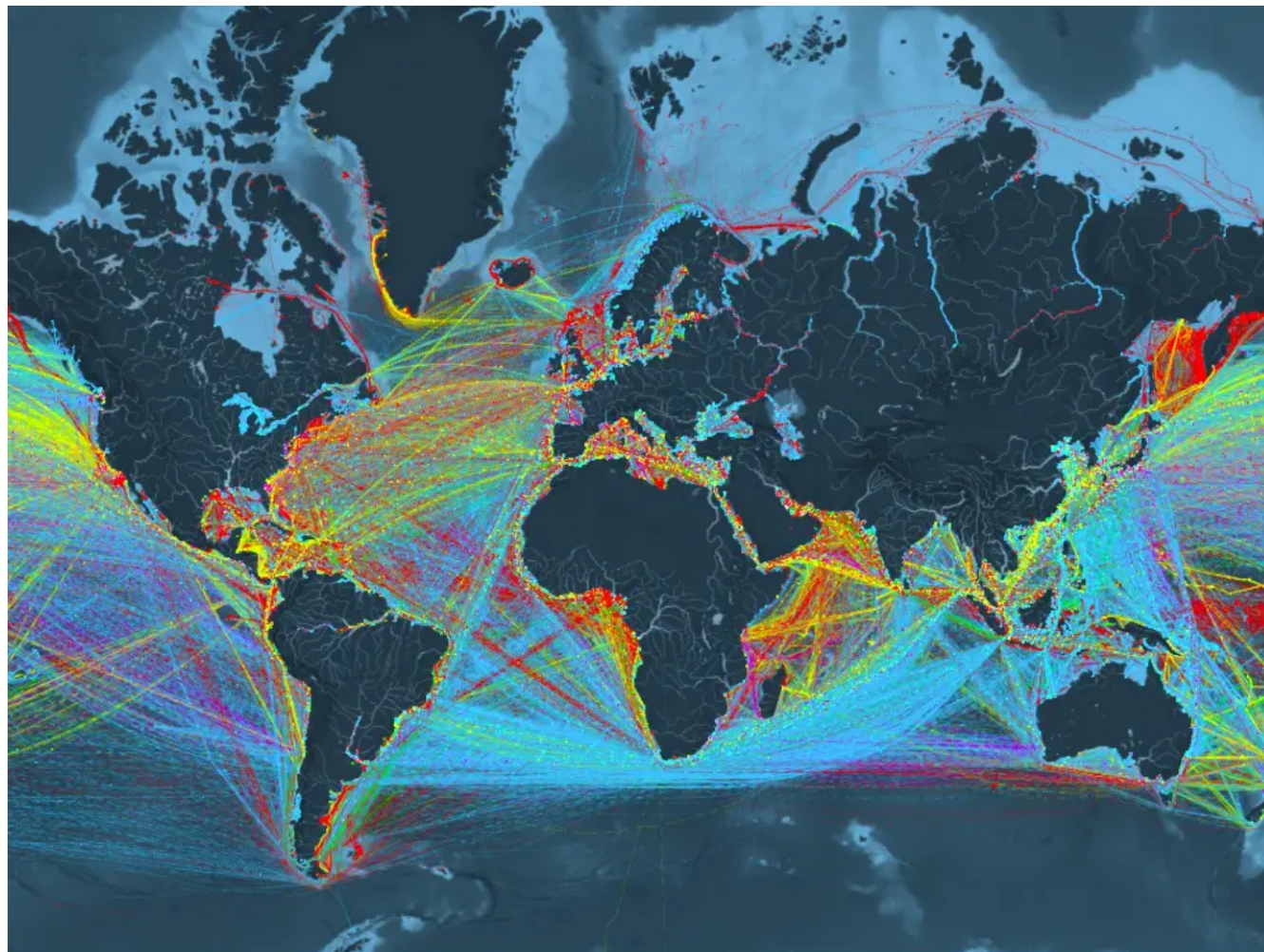
The Handshake

The First Trade Lane
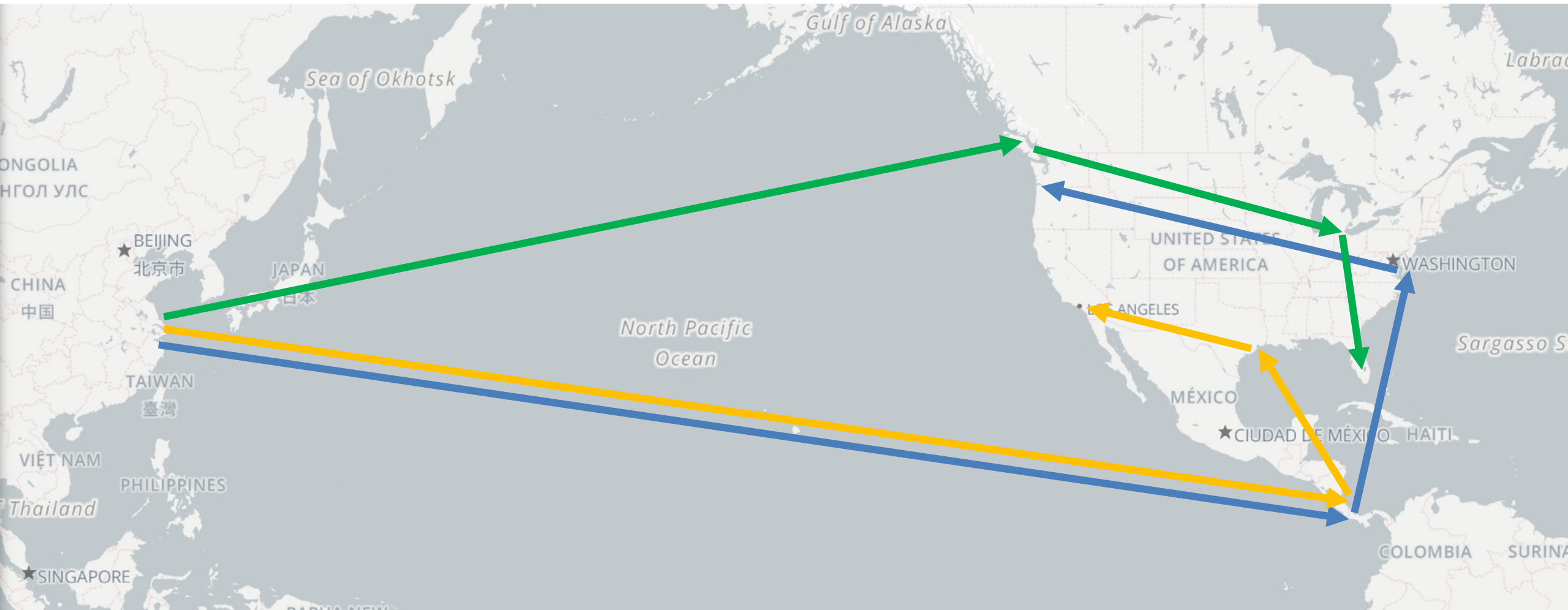
Growing In Complexity

Shipmap.org

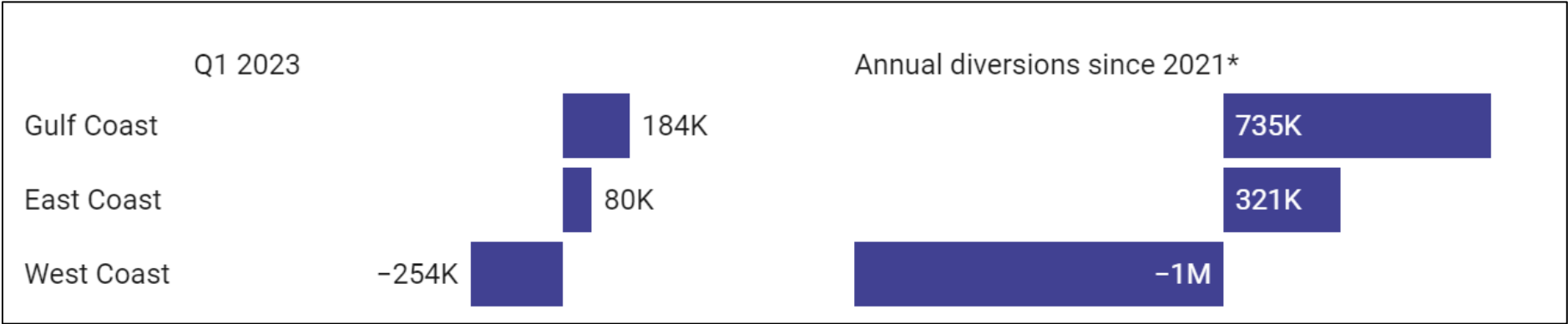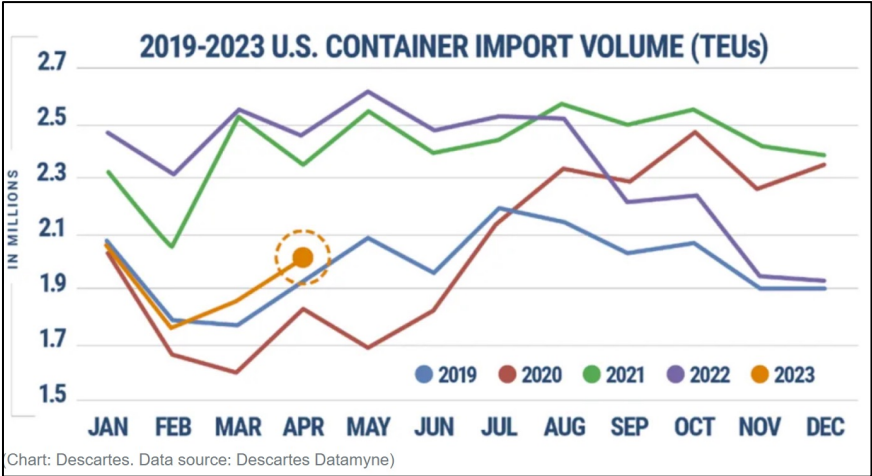# COVID CHAOS

Settling Down

West Coast To East Coast Shift Here To Stay

Q1 2023

Gulf Coast	184K
East Coast	80K
West Coast	−254K

Annual diversions since 2021*

Gulf Coast	735K
East Coast	321K
West Coast	−1M

Normal Import Pattern Reestablishing

2019-2023 U.S. CONTAINER IMPORT VOLUME (TEUs)

IN MILLIONS

2.7 2.5 2.3 2.1 1.9 1.7 1.5

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

● 2019 ● 2020 ● 2021 ● 2022 ● 2023

Chart: Descartes. Data source: Descartes Datamyne)

Supply Chain Innovation Interest Rejuvenated

- Different criteria for sourcing providers.
- More resiliency driven network decisions
- More accountability "per" stakeholder
- More collaboration across stakeholders
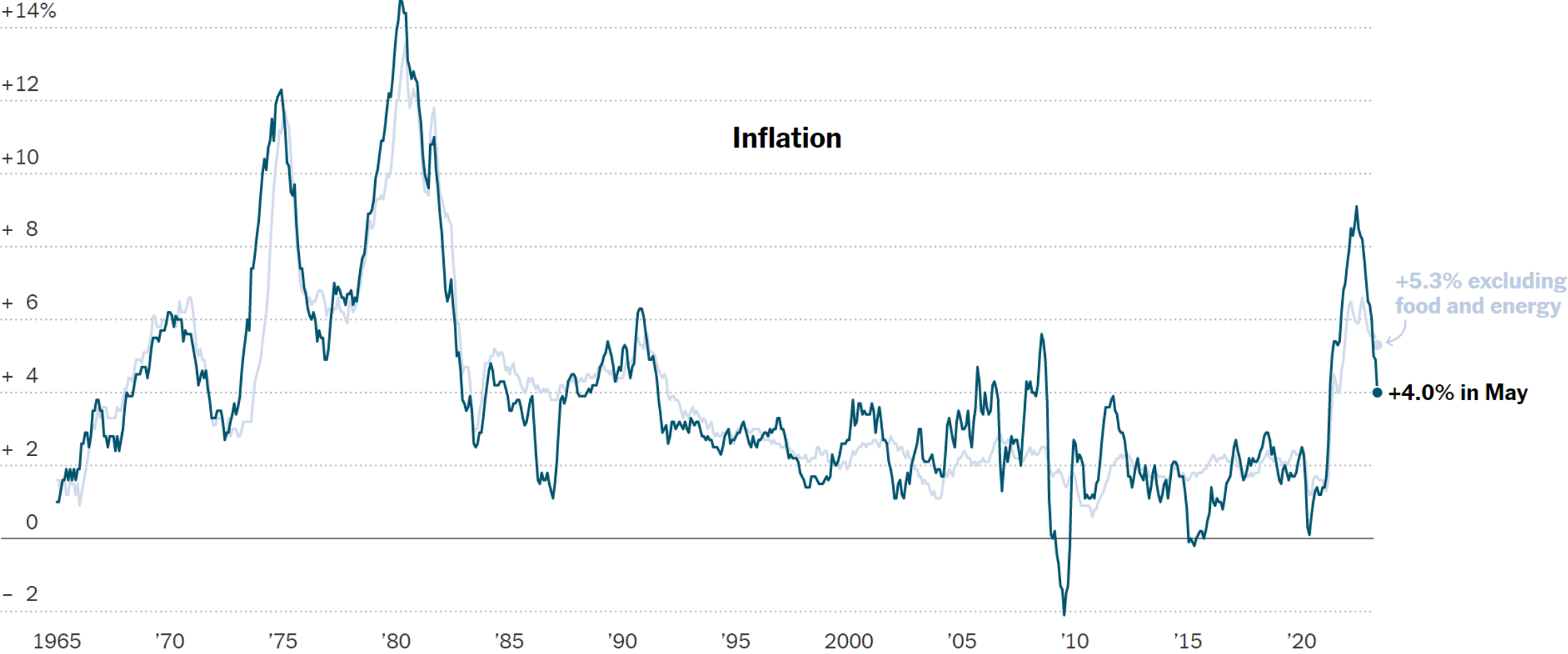- Open to new technologies

Walmart plans to open its own beef plant for case-ready meat for its stores

By Dan Flynn on June 20, 2023
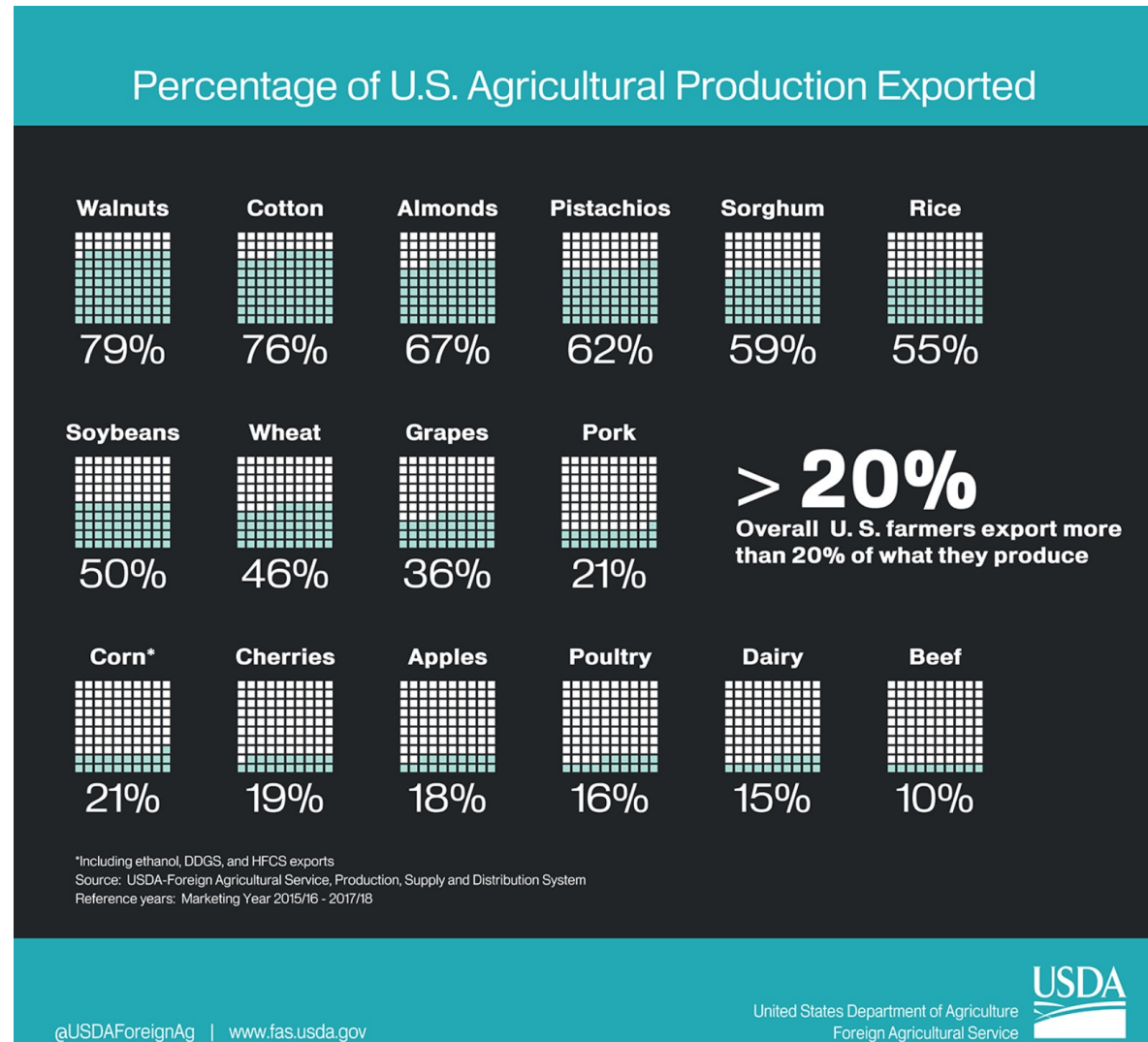
Technology Landscape
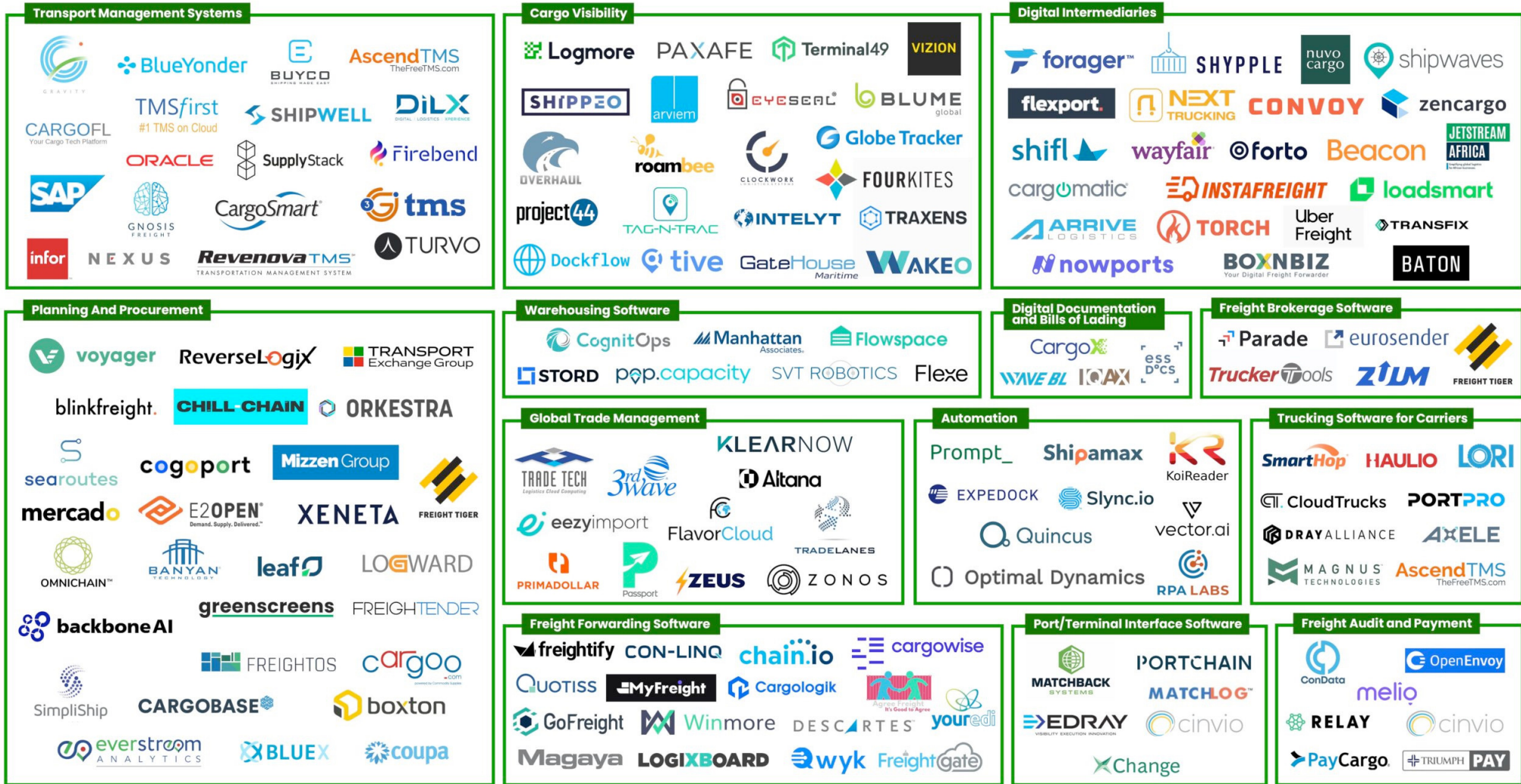
The Int'l Supply Chain Really Matters...To The Consumer

Inflation

+5.3% excluding food and energy

+4.0% in May

Year-over-year change in the Consumer Price Index • Source: Bureau of Labor Statistics • By Karl Russell

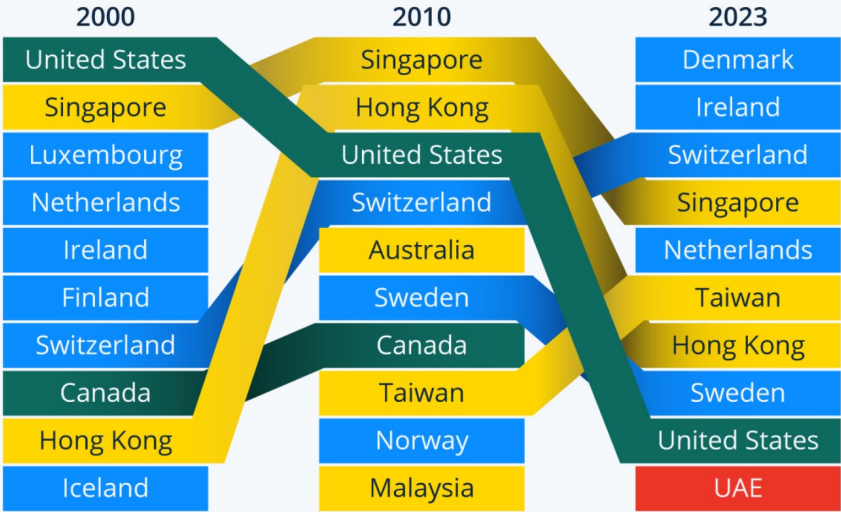# The Int'l Supply Chain Really Matters ...To The Farmer

Percentage of U.S. Agricultural Production Exported

Global Pressure To Get This Right

U.S. Loses Ground in World Competitiveness Ranking

Highest-ranked economies in the IMD World Competitiveness Ranking in 2000, 2010 and 2023

■ North America ■ Europe ■ Asia-Pacific ■ Middle East

2000	2010	2023
United States	Singapore	Denmark
Singapore	Hong Kong	Ireland
Luxembourg	United States	Switzerland
Netherlands	Switzerland	Singapore
Ireland	Australia	Netherlands
Finland	Sweden	Taiwan
Switzerland	Canada	Hong Kong
Canada	Taiwan	Sweden
Hong Kong	Norway	United States
Iceland	Malaysia	UAE

Ranking based on 336 competitiveness criteria across four categories: economic performance, government efficiency, business efficiency and infrastructure
Source: IMD

Opportunities

Rethink "**Chain of Execution**" versus "**Chain of Data**"

Data flow vs operational flow.
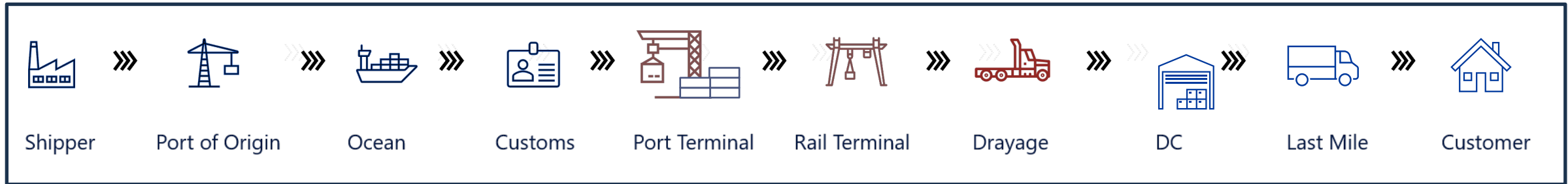
Rethink "**Party To**" The Contract

Who/how you get access to information

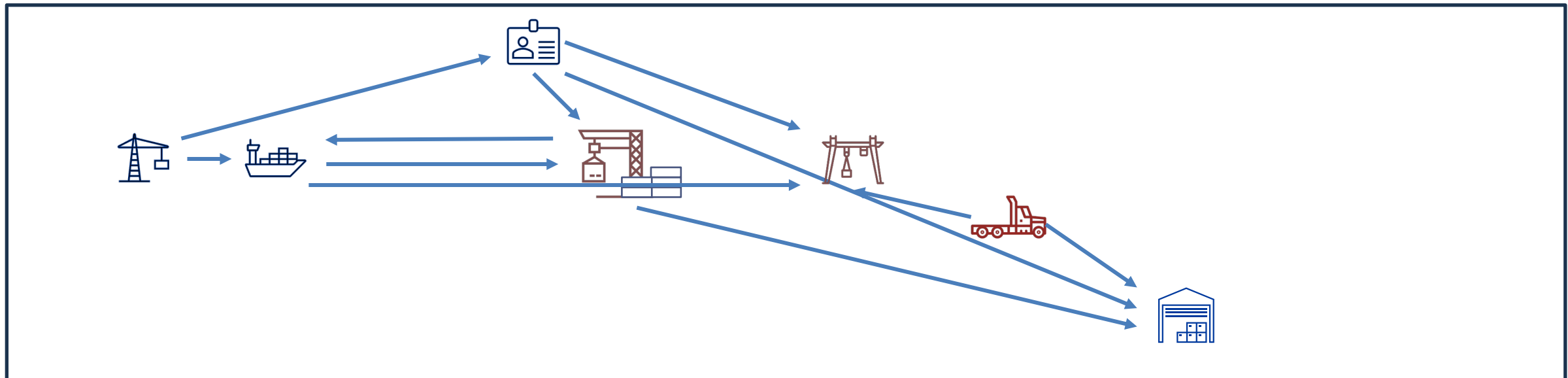## Collaborate Across **Stakeholders**, Not Just **Contract Holders**

6 parties to an international move. Rail is key.

"Chain of Execution" vs "Chain of Data"

Chain of Execution

Shipper → Port of Origin → Ocean → Customs → Port Terminal → Rail Terminal → Drayage → DC → Last Mile → Customer
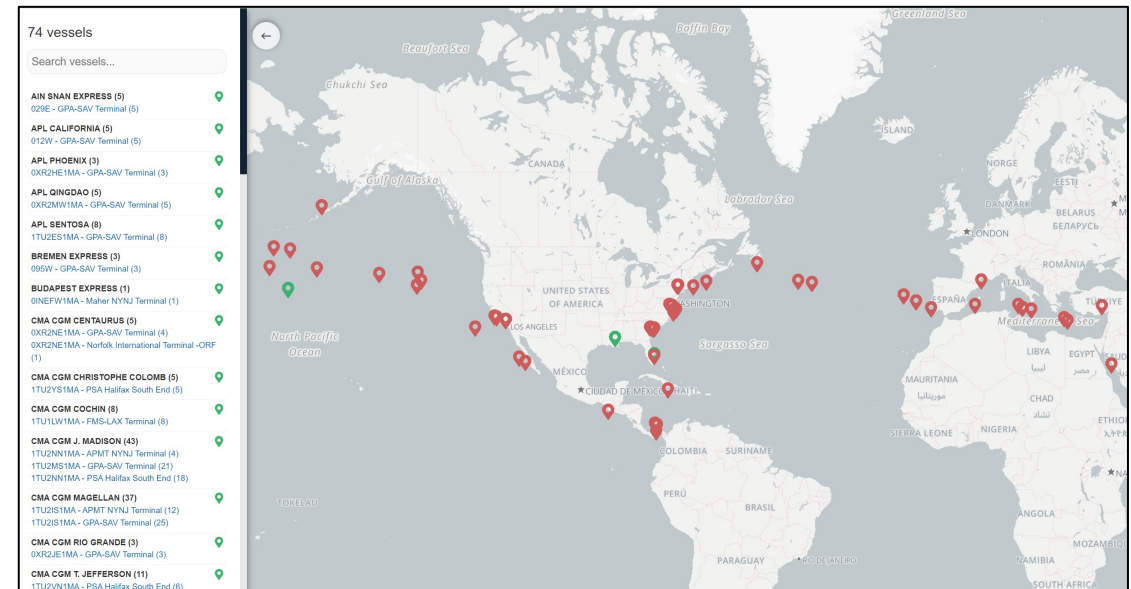
Chain of Data

"Chain of Execution" vs "Chain of Data"

Call To Action

- Establish what is "public" information
  - Simple tracking information
  - Non-customer details
- Who Can Access?
  - Rethink internal data structure/hierarchy
  - Establish ownership levels to that structure
  - Create ORG relationships to create efficiencies in set up and distribution of data
- How To Access?
  - Web Portal
  - EDI
  - API

"Party To" The Contract

- Today, rail still works with the "chain of custody" construct
- The group before "allows" the next group to access data
- "Organization" needs to be layered into data hierarchy

Public vs Private Data- Access

APM TERMINALS

Switch Location   Global Menu   Login / Create Acco

LOS ANGELES   My Dashboard   About   Services   Practical Information   E-Tools   Contact

Select a Bill of Lading to view containers   Please Select B/L ▼   ↻ Reset   **Export as CSV**   **Print All**

Save Containers

Results 1   ⓘ Hover over the highlighted columns for additional information (e.g. Ready for Delivery)   ⊗

	Container ID	Bill Of Lading	Ready for delivery?	Status	Line	Vessel name	Vessel ETA	Discharge Date	Yard Location	Freight	Customs	Holds	Good Thru	Demurrage	Size / Type / Height	Weight	Hazardous	Appointment date*	Gate Out Date
☐	FCIU9367595	142301230466	⊗	YARD	EGL	EVER LASTING	06/29/23 08:00	07/01/23 15:14	Yard Grounded (TIS-2C07403)	RELEASED	RELEASED		07/08/23	165.0000	40/GP/96	25728.0		07/11/23 03:00	

Port demurrage only paid through

Public vs Private Data- Booking

Collaborate Across Stakeholders, Not Just Contract Holders

- Conferences Like Today
- Cross Industry Working Groups
- Engage With Companies Solving Problems
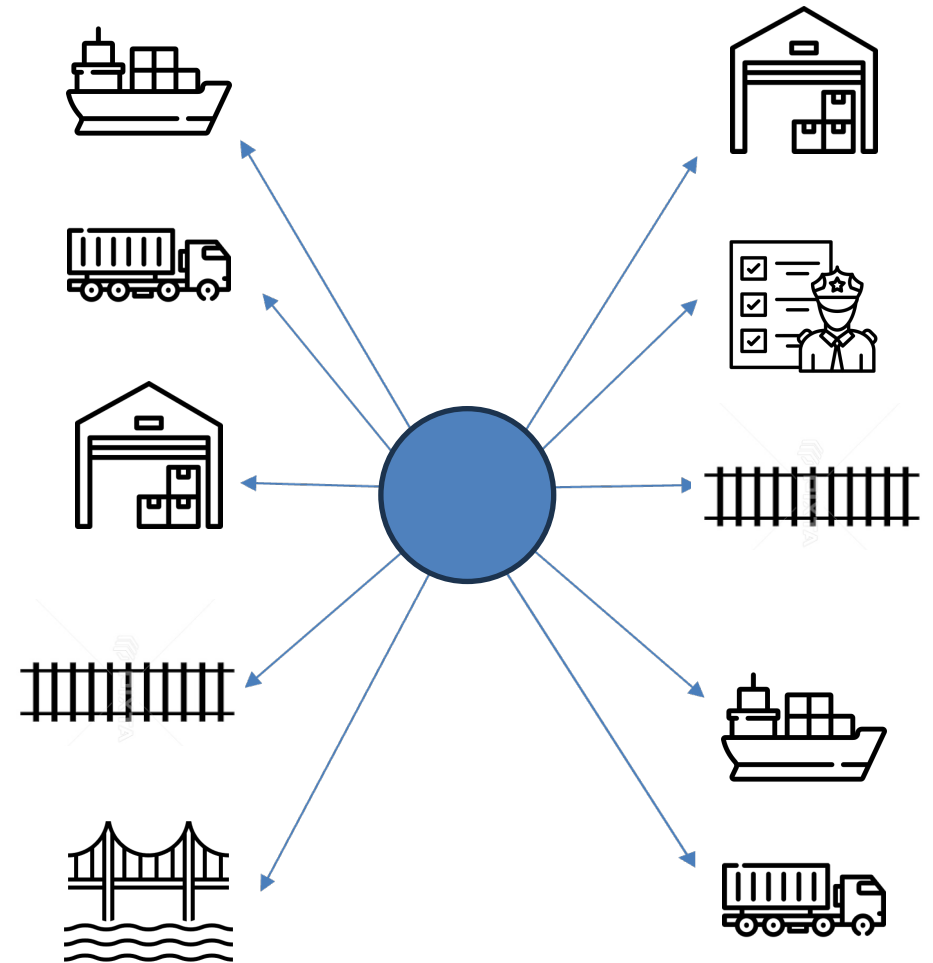
Short Line Rail Opportunities

- Significant opportunity to reevaluate the "minimum miles" for rail.

Staff Photo / The Appalachian Regional Port, a freight pickup and drop-off gateway for trucks and trains, is seen in 2018, in Crandall, Ga.

EDRAY- Where We Are Going

- The international supply chain lacks a coordinated heartbeat
- Data and Systems are fragmented
- We're stepping in to solve that with technology and execution
- Leveraging existing specialized technology/providers through execution cycles

International Workflow

- On water to empty return standard workflow
- Operational engagement with each of 6 import stakeholders
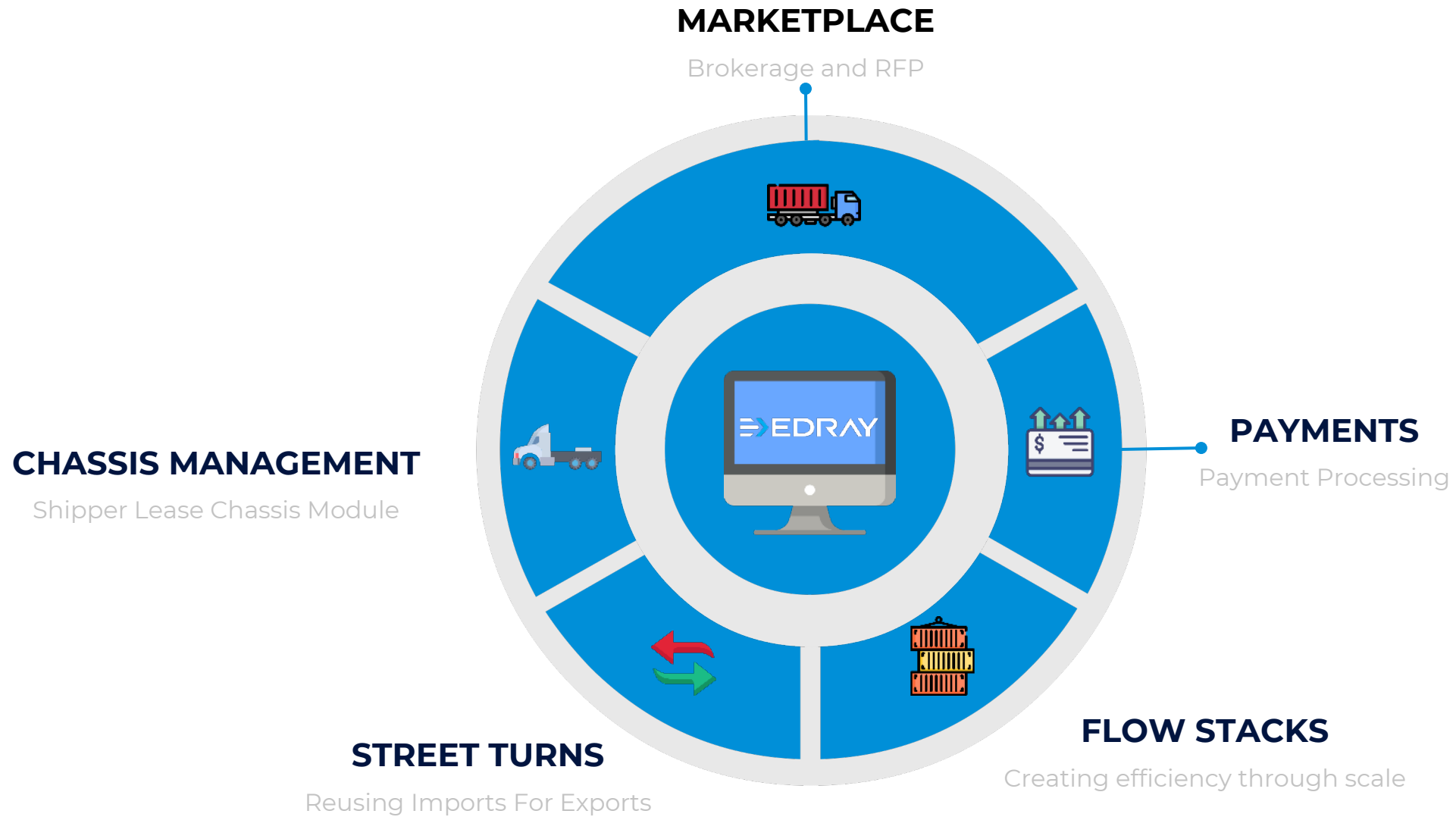- Integrated exception cycle

System Integration

- Scale through standard and reused connections
- Data quality and normalization on intake
- Create "robust" connectivity regardless of stakeholder capability (excel to API)

End-To-End Innovation

- Create stakeholder community to drive broader industry change
- Create or support new products and features available in market
- Move tomorrow executing today

Innovation In Progress

MARKETPLACE
Brokerage and RFP

PAYMENTS
Payment Processing

FLOW STACKS
Creating efficiency through scale

STREET TURNS
Reusing Imports For Exports

CHASSIS MANAGEMENT
Shipper Lease Chassis Module

EDRAY

Thank You

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