

LINER SHIPPING FLEET MANAGEMENT

A DIGITAL TRANSFORMATION USE CASE

DX USE CASES

Strategic investments in technology can help transform business through improved customer experience, operational efficiencies and shifts in business models. Our manufacturing use cases highlight value chain advantages that you can tap into for competitive advantages.

PROJECT SUMMARY

NAME

Liner Shipping Fleet Management

MARKET

MANUFACTURING

VALUE CHAIN SOLUTION

Efficiency & Agility (Operations)

CUSTOMER CHALLENGE / USE CASE

Relevance of liner shipping is growing rapidly with the increasing global container traffic but the competition and market environment is tough, oil prices are fluctuating and companies are struggling to stay profitable as shipping rates are falling due to overcapacity. Therefore strategic and tactical decisions such as the determination of the optimal number and mix of vessels and the design of the service network and corresponding shipping routes are becoming crucial for an effective fleet management.

SOLUTION

The solution optimizes vessel itineraries, cargo selection, and routing depending on cost, demand and owned vessel fleet assuming for example that selected shipping routes are served on a weekly basis for each port and additionally considering the CO₂ footprint.

New LP-type solver powered by AMI determines deployment of vessels on a given route to satisfy weekly departure at each port. What-If simulation capabilities add ports in the network, change number and vessel type. Solver Output shows costs and profits by route and by vessel type, capacity and utilization, status of cargo flow on shipping routes.

SOLUTION BENEFITS

- Network modeling and flexible planning is the main value driver to optimize yields
- Reduced transportation costs leading to higher profit
- Improved asset utilization

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ABOUT OPTIMIZED

Optimized Solutions International is a global professional services organization providing business enterprise solutions to clients for over 20 years. A pioneer in applying innovative, technology-based solutions to common business problems, Optimized Solutions is headquartered in Chicago, Illinois with offices in Boston & India.