

HPC Supports Port of Switzerland in Developing a Digitalisation Strategy

Hamburg, 30 September 2020 – HPC Hamburg Port Consulting, the logistics consultants specialised in strategy and transformation services for ports, sea and inland terminals and intermodal rail transport, have been commissioned by Port of Switzerland to develop a digitalisation strategy. The digital offensive focuses on effective cooperation with customers and partners and the development of a sustainable digital port infrastructure.

Like seaports, inland ports are also undergoing a transformation process from a goods handling centre to an interconnected goods and information handling hub within the global logistics chain.

Port of Switzerland is an important traffic hub on the freight corridor between the North Sea and the Mediterranean Sea with an annual turnover of approximately 6 million tons of goods. Situated at the end of the navigable part of the Rhine, Port of Switzerland connects the sea lane with an extensive European road and rail network. Approx. 60 % of goods are transported from here by rail.

The further development of the trimodal transport hub with ship, rail and truck is one of the port's central tasks. The focus is on close cooperation with the Upper Rhine Ports in France and Germany, which is to be promoted in particular through the expansion of the digital port infrastructure.

HPC has been commissioned to develop a digitalisation strategy for the design of the digital infrastructure with the aim of increasing competitiveness, safety and sustainability of inland navigation and the Port of Switzerland. The cornerstones of digitalisation are the data flows of goods, processes and modes of transport, the automation of port equipment and digital access to products and services. The involvement of all stakeholders is crucial for the successful establishment of digital structures and correspondingly adapted operating procedures.

"By providing digital port infrastructures, we want to shape our role as a service provider for the entire port community in a future-oriented way," says Martin Nusser, Deputy Director of Port of Switzerland. "In future, central processes with authorities, institutions and the port industry are to be handled via digital infrastructures. Through the intensive use of new technologies with all our customers and partners, we are striving for sustainably efficient, quality- and service-oriented cooperation. With the successful introduction of the RheinPorts Information System (RPIS), the first port community system for inland ports worldwide, in which HPC also played a supporting role, we have already laid a decisive foundation for a digital port infrastructure."

With the implementation of the digitalisation strategy, the basis for the realisation of project plans within the scope of the digital transformation is set. Based on a comprehensive analysis of the stakeholder environment, the digital strategy recommends principles of action

for the handling of planned projects as well as information strategies to ensure change management geared towards sustainability. A digital transformation roadmap ensures effective and successful project management.

"With digitalisation strategies, companies can design their services in a user-oriented manner and network processes efficiently, thus both increasing effectiveness potential and opening up new business areas," says Dr. Jennifer Sommer, Head of IT Consulting at HPC. "Accompanying the Port of Switzerland's team on their digital journey, encouraging them in their pioneering role, and helping to make inland navigation fit for the digital future is an exciting challenge."

HPC was involved in several projects for the development of digital strategies and the establishment of port community systems for inland and seaports. As a central service of the IT consulting division, HPC also accompanies its clients through complex IT and integration projects in ports and logistics, covering all the different phases of an application life cycle.

For further information on HPC IT consulting services, please visit www.hamburgportconsulting.com

Contact

Steffi Karsten, Marketing / PR; phone: +49 (0)40 74008 120; email: s.karsten@hpc-hamburg.de

About Port of Switzerland

Port of Switzerland was formed in 2008 from the merger of the Rhine ports of Basel-Land and the Rhine Shipping Directorate of Basel-City. This enabled Port of Switzerland to develop optimally in the regional, national and international environment. Today, Port of Switzerland forms the national transport hub on the Rotterdam-Basel-Genoa freight corridor. To this end, it provides the infrastructure for cargo handling activities and ensures that the port remains attractive as a logistics location in the future. In the three parts of the port - Basel-Kleinhüningen, Birsfelden and Muttenz Auhafen – 6 million tons of goods and over 100,000 containers are handled annually, which corresponds to around 10 percent of all Swiss imports. Every third litre of mineral oil and every fourth container is handled via the terminals. <http://www.port-of-switzerland.ch>

About HPC

HPC Hamburg Port Consulting is a manufacturer-independent logistics consulting company specialising in strategy and transformation consulting services for ports, sea and inland terminals and intermodal rail transport. Since its foundation in 1976, the Hamburg-based consulting company has implemented more than 1,600 projects in 120 countries on six continents along the entire development cycle of port projects. HPC employs around 100 experts with a background as terminal operators, software engineers, logistics managers, transport economists and mathematicians etc. As a subsidiary of Hamburger Hafen- und Logistikgesellschaft (HHLA), HPC has its roots in port handling of containers, general and multipurpose cargo and hinterland traffic.

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