

Fleet footed port chooses Jade Master Terminal to drive huge productivity gains.

Mobilizing business with Milaha at the Port of Doha

As Qatar prepares to host the 2022 FIFA Football World Cup and with the economy on a constant upswing, increasing the efficiency of the overall infrastructure, including the ports, is a key goal for the nation, and Milaha is a crucial partner in this process.

From a strong start 50 years ago as a dependable shipping agent to one of the largest maritime and diversified companies in the Middle East, Milaha has come a long way. Its operations span everything from ocean transport, offshore support, to 3PL (third-party logistics) and ancillary solutions. Milaha's Port Services business unit currently manages Doha Port, one of the fastest growing ports in the region.

The company provides complete stevedoring operations, from containers to special cargoes, Roll-On/Roll-Off (RORO) vehicles to palletized products, and break bulk to livestock. In addition to its fleet of container ships, it operates flat-top barges and towing tug boats dedicated to container feeding shipping.

An ambitious port responding to the growth challenge

Doha Port was using largely manual systems to manage a throughput of 350,000 TEU every year. "When I joined the team three years ago, all operations were manual, we weren't even using Excel spreadsheets", says Peter Hope, Vice President of Port Services at Milaha. "People would come in and identify their boxes (containers) in the yard."

Software and systemization was a compelling need as freight throughput was expected to rise rapidly with the transformation being driven by Qatar's 2030 Vision, as well as the country gearing up to host the 2022 FIFA Football World Cup.

Millions of tons of cargo will pass through the port as the country implements multi-billion dollar infrastructure projects including new hotels, rapid rail, and construction of stadia in the lead up to the world's largest sporting event.

Flexibility needed to meet challenges

The primary objectives in the search for a world-class terminal operating system were increasing terminal capacity and performance by centralized berth planning, automated yard and vessel planning and equipment control. Milaha identified and evaluated multiple systems from different software



Jade Master Terminal and Milaha

Flexible break bulk/general cargo module

Centralized berth planning

Expert technical support

Scalable and configurable features

Process optimization

solutions providers before making their decision.

Mr Hope says, “Jade basically won it on the flexibility of its break bulk / general cargo module. Other solution providers could not display the same amount of flexibility in functionality or approach. The Jade team was most compatible with us and our vision. The system has been live now for six months and is already handling upwards of 376,000 TEUs”.

“We evaluated a number of options, but ultimately chose Master Terminal for a number of reasons, especially because it was flexible and could adapt to our specific needs”, says Mohammed Rafi, Senior Planner at Milaha.

The quality of technical support we received was fantastic, the system usability is easy and the operations are far more efficient now. It was a hard transition at first (from a paper-based manual system) but it is now being used and appreciated right across the port.”

Mr Hope says the easy configuration and scalability that is supported by Master Terminal was crucial as it directly supports Milaha’s efforts to increase efficiencies, optimize processes and manage costs as Doha Port’s operations reach world-class standards. The solution was also chosen because of its proven track record in providing reliable and innovative solutions to world class terminals.

Jade implemented an intensive training program for Milaha employees, aimed at building key skills for the users of the TOS system, and to prepare them to pass on all of the system knowledge gained from the training to other port employees.

The staff now use handheld computers at entry and exit gates for trucks, entering the required data for each incoming container while documentation required for container pick-up is printed on the spot.

Master Terminal is now a key element in Milaha’s ‘Ten point plan’ for port operation improvements and increasing capacity to 750,000 TEUs by 2013, says Mr Hope.

Tenfold productivity increase

Master Terminal has streamlined the operations at the Doha port, allowing staff to track containers as well as break bulk cargo more effectively and to communicate more easily with agents.

“We have made huge gains over the manual approach (as you would expect) and the system has also been very well accepted by all the stakeholders involved including the agents as well as the Government”, says Peter. “Productivity and yard utilization has increased tenfold. Earlier, the capacity was 450,000 TEU, which has now grown to 650,000 and soon will be 700,000.”

Peter says it has leveled the playing field for them. “While the initial goal was to respond to the increasing throughput demand because of the FIFA Football World Cup and growth of the Qatari economy, we will also soon be looking to compete with other ports in the Gulf and fight for shippers’ business”.



About Master Terminal from Jade Software Corporation

At Jade we’ve developed the expertise required to solve the complex problem of managing a variety of mixed cargo. From mixed cargo ports in Ghana to railways in Europe, Jade Logistics provides the tools you need to become competitive.

Since 1978, Jade has been designing, building, and supporting innovative software. We solve complex business problems for organizations in the financial services, telecommunications, utilities, retail and specialist logistics industries.

Our expert, passionate people develop high performance enterprise solutions, create engaging customer experiences through digital strategy and design, and develop advanced technology platforms used by thousands of companies all around the world.

Our offices are located in New Zealand, Australia, USA, UK, the Netherlands, Indonesia, and the United Arab Emirates.

For more information, visit us at jadeworld.com/logistics