

Maritime Market Share Solution

A workflow automation platform delivering a consolidated view of cargo movement and market share activity at the port, terminal, berth and carrier level

In today's ever-changing environment, understanding your market share is critical for uncovering growth opportunities and getting ahead of the competition. However, in order to do this, industry participants must overcome several challenges in relation to their data.

Data typically resides in multiple siloed systems, is manually maintained in spreadsheets or is provided by external vendors. These data sources are often utilized separately by different user groups. The absence of data aggregation, cleansing and governance prevents users from unlocking the real value of the data.

Our Maritime Market Share Solution addresses these issues by enabling users to view, aggregate, segment and manage our industry-leading Maritime and Trade data using our flexible Enterprise Data Management (EDM) platform. The integrated data feeds include:

- Transactional trade (bill of lading)
- AIS
- Vessel
- Ports
- Terminals
- Berths

The Maritime Market Share Solution provides a unique view into flow and volumes of cargo in-port, or by carrier, delivering greater visibility and granularity of market share capture and competitive positioning, and more accurate monitoring of changing markets. Through automated and user-driven workflows, the solution enables users to take advantage of commercial, growth and business development opportunities, while also mitigating risk and protecting existing revenue streams.

Key benefits

Industry-leading data

With more than 300 years' industry experience, we provide rich datasets, including 100% of US seaborne import and export data and global trade information for 86 countries.

Workflow automation

The solution enables users to intuitively interrogate and analyze data to support tactical and strategic decision-making.

Key Stats

350 +
Maritime and Trade professionals

300 +
years' experience of maritime industry

100 %
of US seaborne imports and export data

200 +
data management customers

15 +
years' experience helping clients manage data

300 +
data management specialists

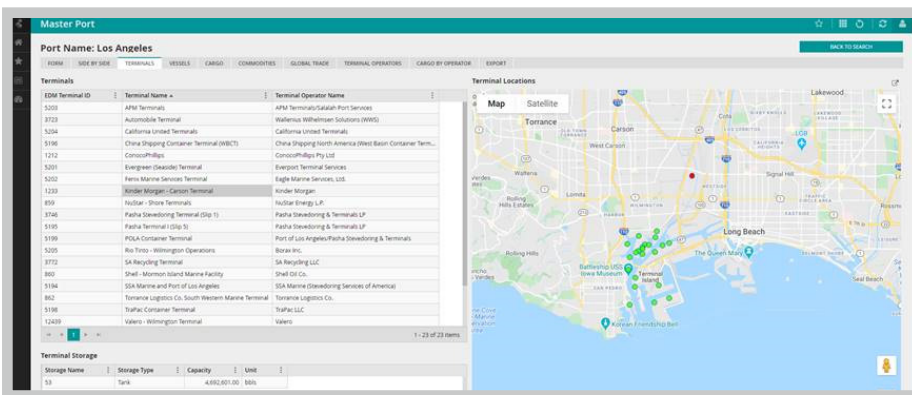
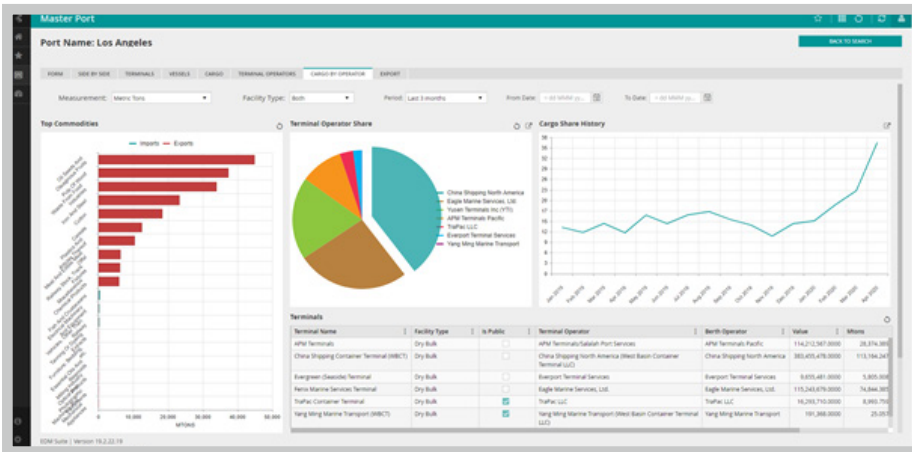
Consolidated, granular insights

Organizations can quickly access and understand a consolidated view of market activity (e.g. value and volume handled by port, terminal operator, or carrier; market share capture; and peer comparison).

Flexibility

Built on our robust EDM platform, the Maritime Market Share Solution can also integrate any third-party or proprietary dataset in order to align with customerspecific work.

EDM sample screenshots



Related Solutions:

Vessel Master

Port and Terminal Master

Port State Control

Sustainability and ESG

Maritime and Trade Data Hub

Land and Lease Master

Counterparty Master

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