



## Maritime Market Share Solution

**A workflow automation platform delivering a consolidated view of cargo movement and market share activity at the port, terminal and berth 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, terminal operators must overcome several challenges in relation to their data.

Data typically resides in multiple siloed systems, in manually-maintained spreadsheets or in external vendor sources. All of these are maintained separately by different user groups. The absence of aggregation, cleansing and governance of data prevents terminal operators from unlocking the real value of the data that is available to them.

The 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 data
- AIS data
- Vessel data
- Ports data

The Maritime Market Share Solution provides a unique view into flow and volumes of cargo in-port, providing better visibility of market share and competitive performance, and more accurate monitoring of changing markets. Through automated and user-driven workflows, the solution enables terminal operators to take advantage of commercial and business development opportunities, mitigate risk and protect 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.

#### Consolidated view

By centralizing, amalgamating and summarizing key data assets, the Maritime Market Share Solution delivers a consolidated view of the market (e.g. top import and export carriers, companies, competitors, trading partners, ports, terminal operators).

#### Granular insights

Organizations can view and understand their individual market share and competitive position as well as analyzing cargo volume and value at the port, terminal and berth level.

#### 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 customer-specific workflows.

#### KEY STATS

**350+**

Maritime and Trade professionals

**300+**

years' experience of maritime industry

**100%**

of US seaborne imports and export data

**230**

data management customers

**15+**

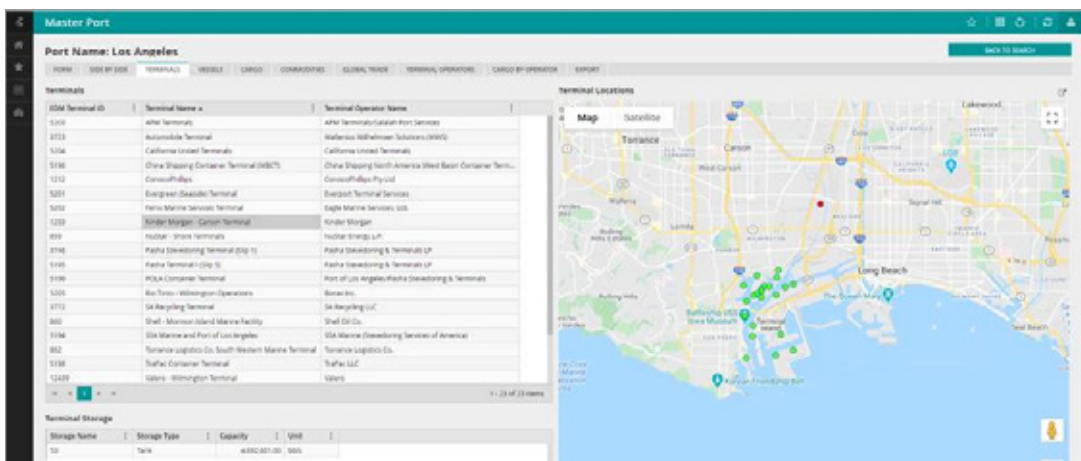
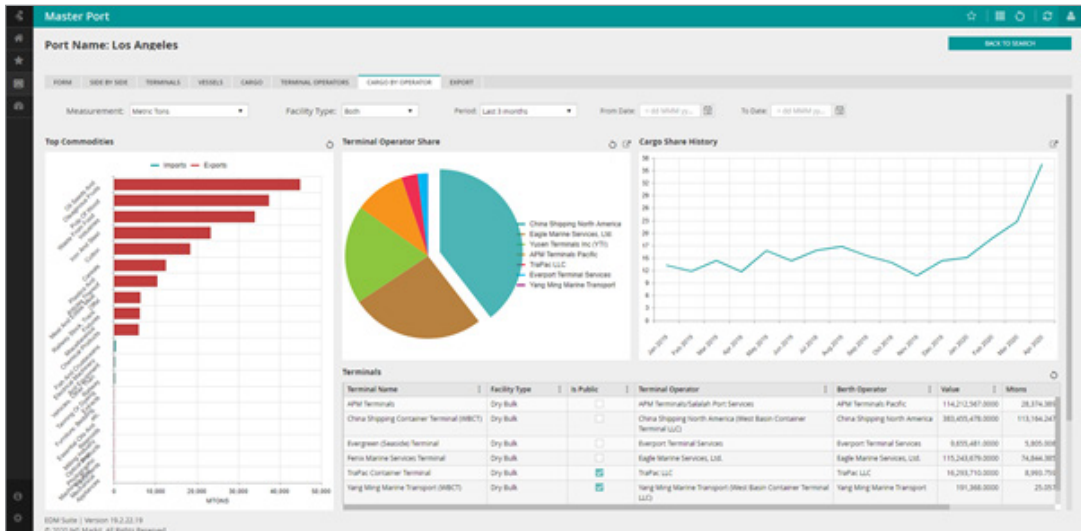
years' experience helping clients manage data

**300+**

data management specialists

Stats updated June 2020

# EDM sample screenshots



RELATED SOLUTIONS:

**Vessel Master**

**Maritime and Trade Data Hub**

**Port / Terminal Master**

**Land and Lease Master**

**Risk and Cargo Accumulation**

**Counterparty Master**

## More information on IHS Markit products and services

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