Mediterranean Shipping Company (AUST) Pty Ltd

As the second largest shipping conglomerate, MSC want to support the supply chain sector in the standardisation of data and access to data to benefit the wider industry as a whole. MSC is also a founding member of the DCSA (https://dcsa.org/) to facilitate this discussion with fellow shipping lines to create this change.

One of MSC’s guiding principles and values is the basis of continuous evolution. To participate in the construction of a robust data hub to help drive data driven decisions will benefit all stakeholders in the supply chain. The benefits are far reaching and will go a long way in re-building a defragmented landscape of information that does not benefit the wider industry.
Questions for discussion – Data

2. What specific benefits would each data priority provide to your organisation?

3. What level of data fidelity (i.e. transaction level data or aggregated data) and frequency (i.e. near real-time, weekly, monthly, quarterly) would be required to make the data priorities you’ve identified be of value?

2. Information on the whereabouts of MSC’s full container loads pre or post the port of call remain a mystery. Understanding the flow of where container exports originate or where import containers eventually end up is a missing link in the landscape of the container flow. By having visibility here allows carriers to achieve a higher degree of triangulation that improve efficiencies, safe cost and are more environmentally sustainable by reducing dead legs of transport that create cost, inefficiency and other risks to the environment.

Furthermore, commercially, it gives insight into regional areas of Australia that could be a targeted area of growth and is often neglected with majority of volumes landing or originating in metro locations.

3. Regularity of information could start off monthly but ideally would be best if it could be a weekly report that carriers could observe to get a feel of where containers are moving to and from and allowing carriers to join the dots to create these efficiencies and cost savings.

Questions for discussion – Technology

4. If a centralised or federated architecture model were pursued, what would be the benefits and challenges to your organisation to participate in the Hub?

5. What are the preferred methods and technologies to integrate with the data exchange platform?

4. A centralised platform that is purpose built for the purpose of a data hub could present obstacles given the investment MSC and other carriers make in their own operating systems. A more likely uptake model would involve a federated model where existing data platforms translate data into a central hub and standardise information.

5. As above

Questions for discussion – Governance

6. Which governance structure could enable the Hub to be established quickly and generate quick wins, and should it change over time?

7. Which governance structure is most likely to facilitate the greatest use and participation?
Questions for discussion – Funding

8. What funding arrangements could ensure users gain the value they are seeking from the Hub?
9. What services could the Hub provide that could be paid for by users?

8. If the users of the data hub could improve their operations by doing more for less, they can generate increased revenue which is good for their business but equally of value to the Australian economy. If manufacturing could improve their cost structure, it would induce higher production and more exports.

Hence a government funded initiative would see a quicker buy-in from industry. This could be a tiered approach potentially where a “Free” subscription could provide some value, but a paid subscription adds even further value to an organisation using the data – Thinking of LinkedIn vs LinkedIn Premium as an example of this.

Questions for discussion – Regulatory

10. To support the Hub’s governance, ability to collect and share data, setting of standards and funding model, which regulatory option is best suited?
11. Would there be significant costs or benefits for your organisation associated with each of the regulatory options?
12. Are there additional circumstances to those outlined above, that may warrant a change, introduction or removal of a regulatory mechanism?