SMART PORT LOGISTICS – CLOUD SERVICES FOR A SMART APPROACH CONTROL WITHIN HAMBURG HARBOUR

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SMART PORT LOGISTICS

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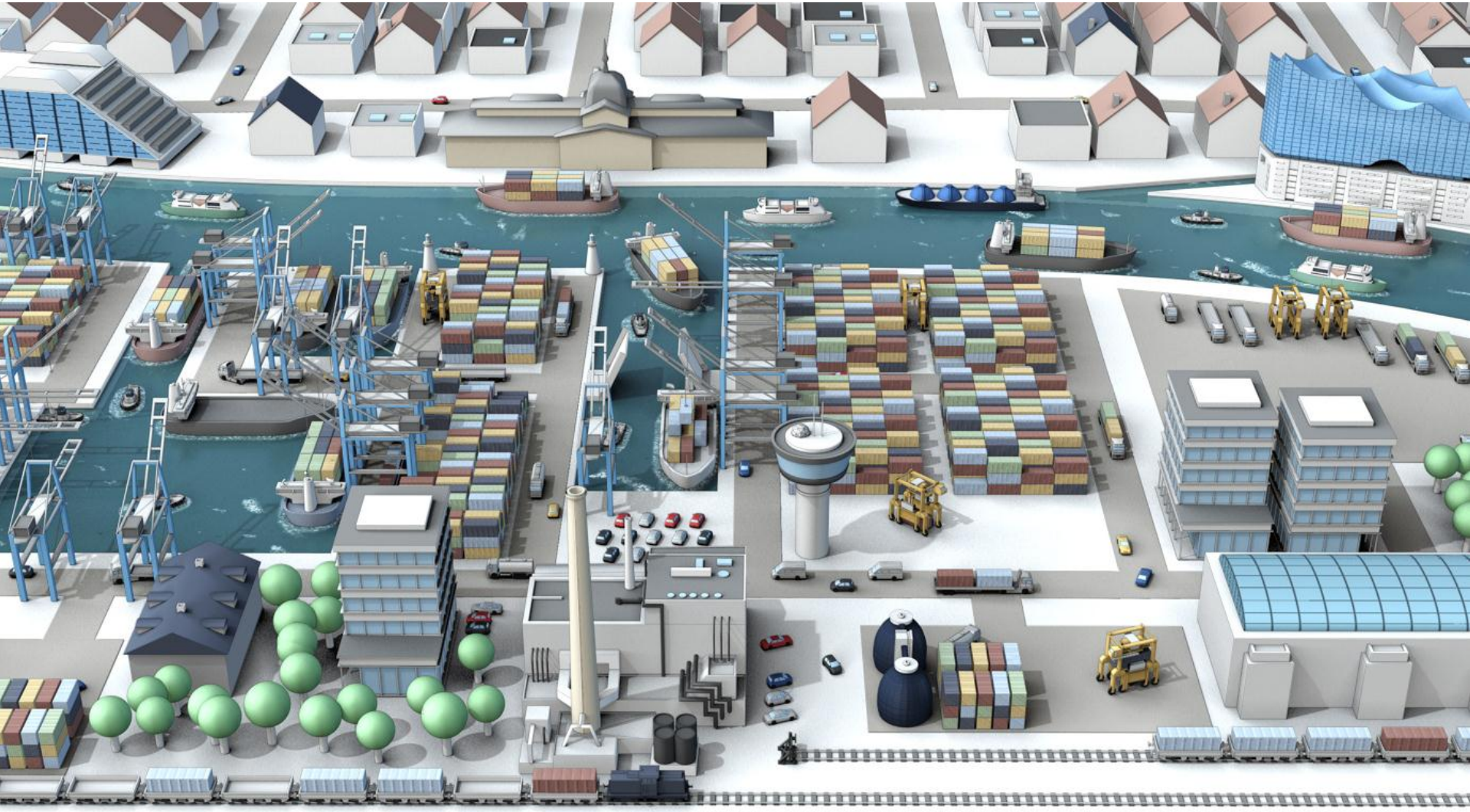
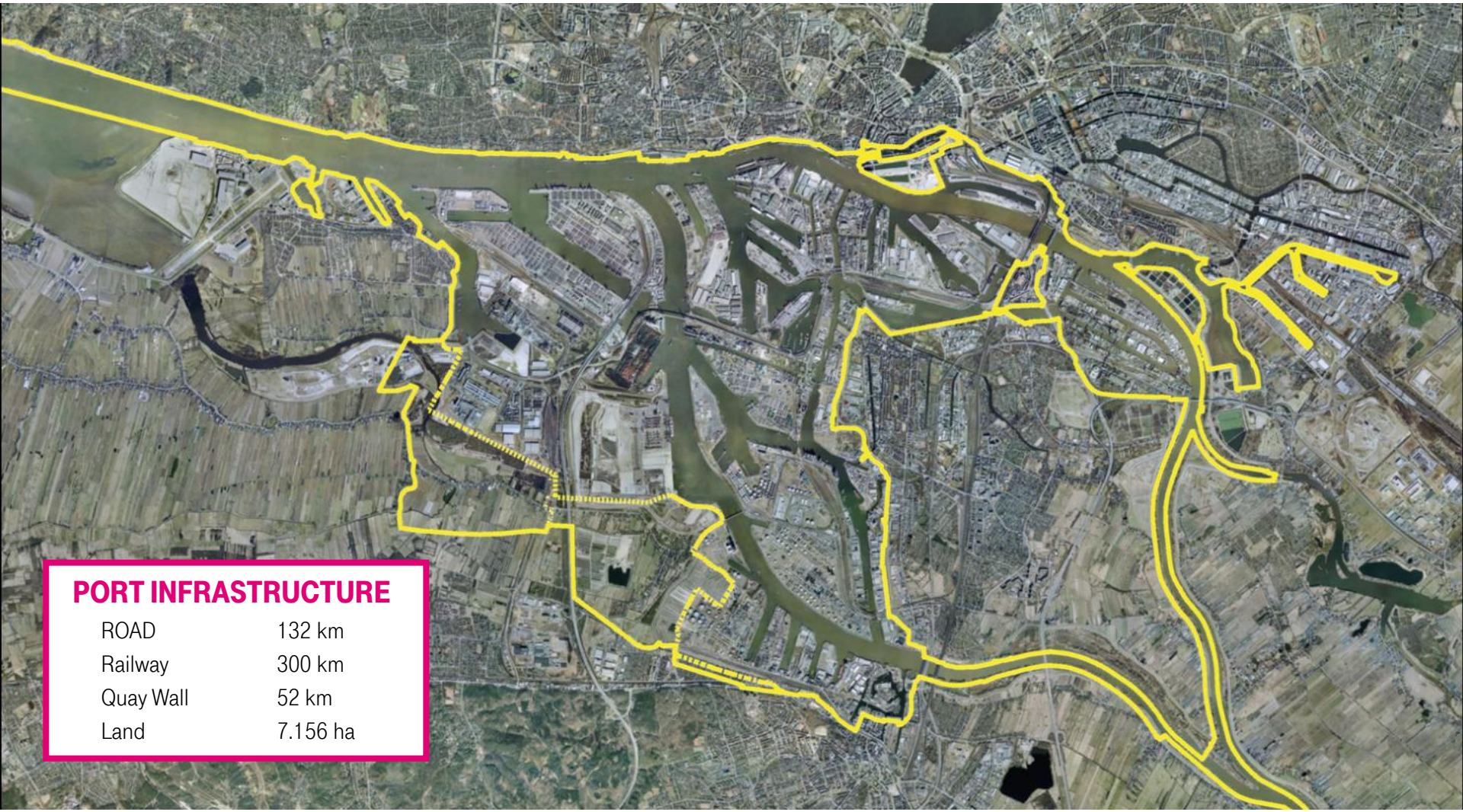


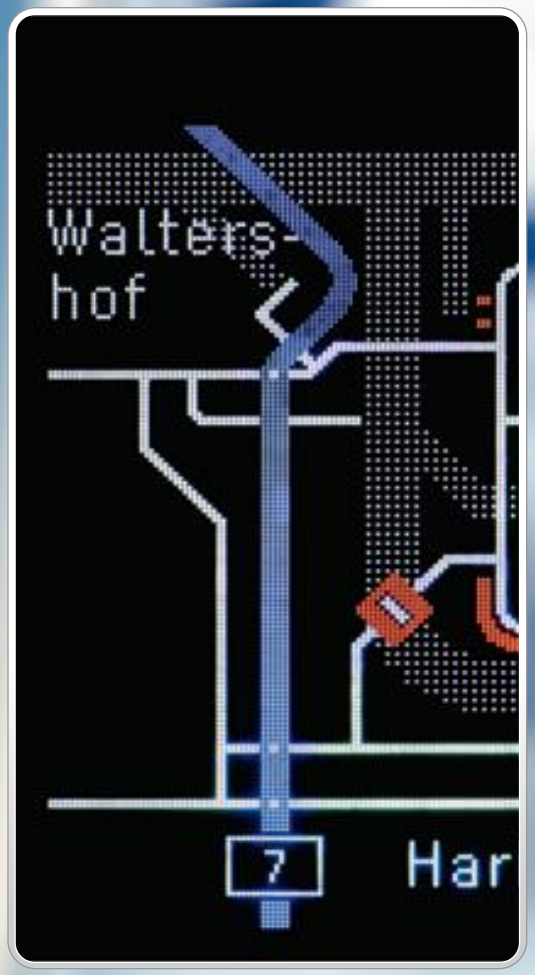
PORT OF HAMBURG
FACTS & FIGURES



PORT INFRASTRUCTURE

ROAD	132 km
Railway	300 km
Quay Wall	52 km
Land	7.156 ha

HAMBURG PORT AUTHORITY - HPA
PORT ROAD MANAGEMENT



Basic elements of Port Road Management (PRM)

comprehensive traffic detection (induction loops, video detection, Weigh in Motion (WIM), Bluetooth)

dynamic traffic information boards, to minimize the effects of grid disturbances

Concept PRM

graphical representation of information on the overall situation

text panels for track-based information at strategic nodes

Ideas for a individual traffic steering

driver gets information from the Port Road Management Center in time about the traffic situation

messages are also available for the driver after passing the graphical information displays.

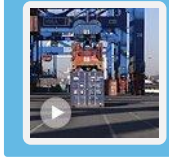
drivers get offered value-added services (eg, display of free parking at the next two rest houses on the route, traffic conditions)

VISION
INTERMODAL TRAFFIC MANAGEMENT

Parking Operator
Information about free slots

TransPort – Rail Basic

Private Cloud
Information feed from
various information platforms



Container Terminals

Port Road Management
Infrastructure &
Traffic Information

Trucking Co,
Freight Forwarders

Systems of other Stakeholders

Telematic Front-End

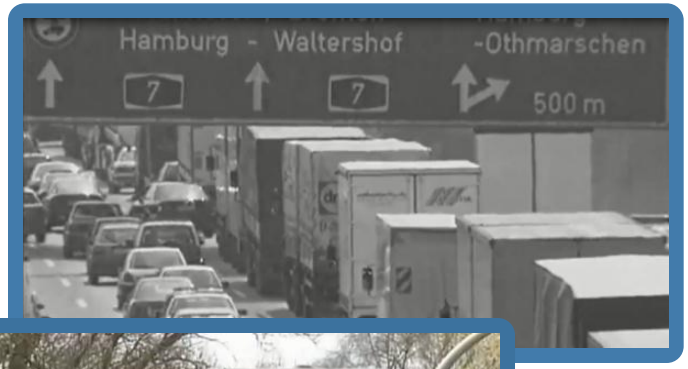
TelematicOne Units

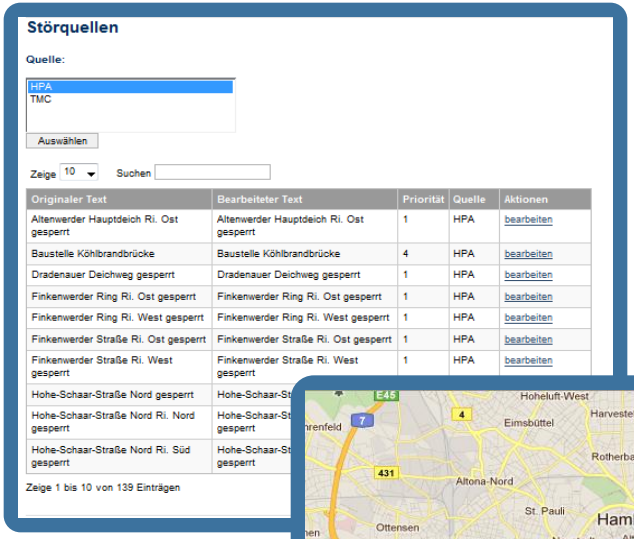
Telematic Front-End

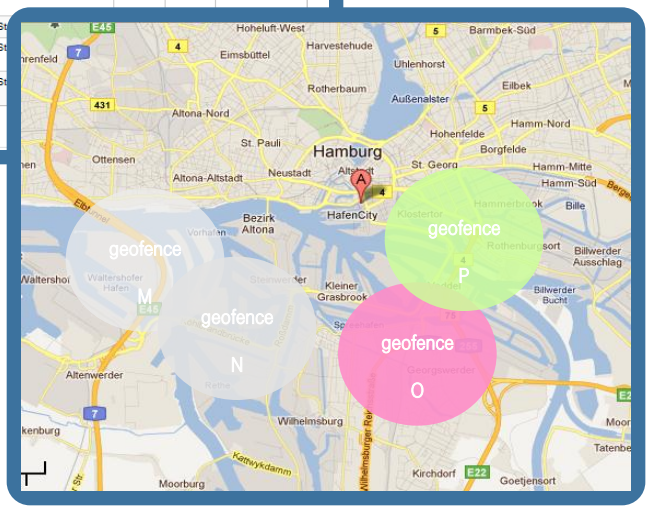
Other Telematics Units

Once the **information** of the three transport modes are **united** in one system, […] the Port of Hamburg could take **a leadership** over other competitors in **IT-supported business processes** in port industry.

INFRASTRUCTURE AND SERVICE PROVIDERS FEED THE SYSTEM WITH UP-TO-DATE INFORMATION AND ENABLE USERS TO MAKE SMART DECISIONS

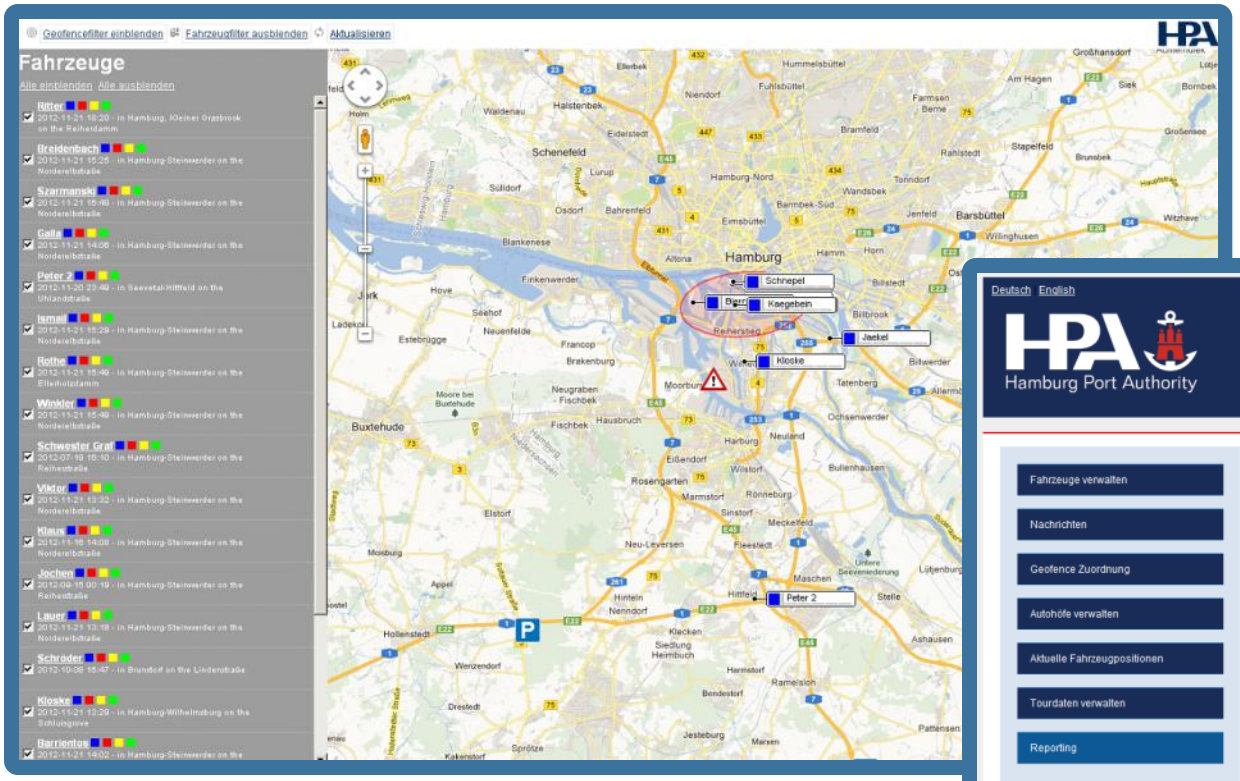


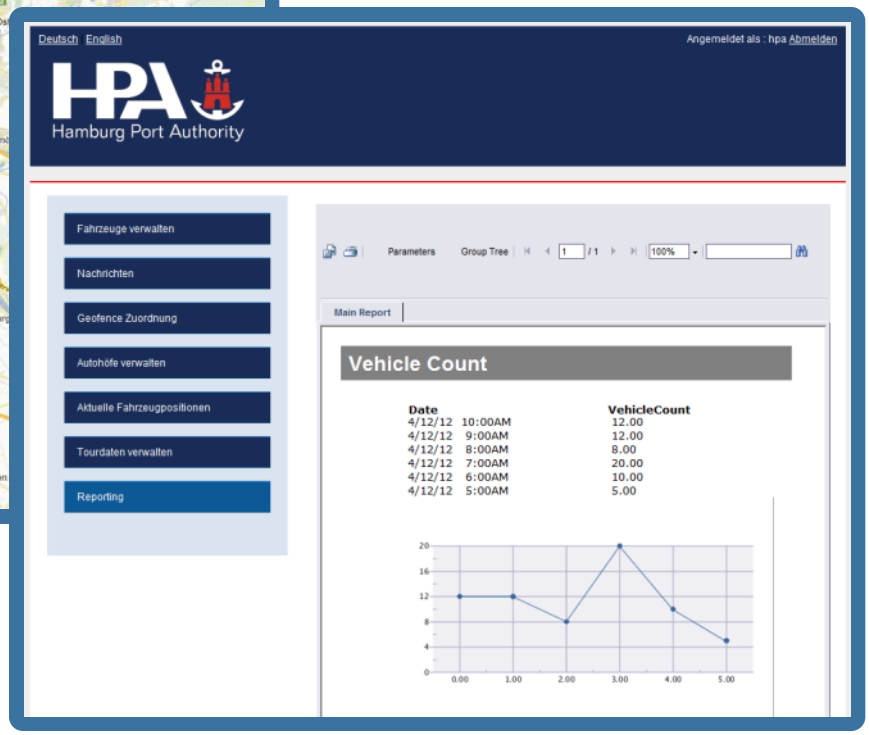




INFRASTRUCTURE USERS GET PERSONALIZED SET OF RELEVANT TRAFFIC & INFRASTRUCTURE INFORMATION RIGHT IN TIME TO OPTIMIZE THEIR BUSINESS

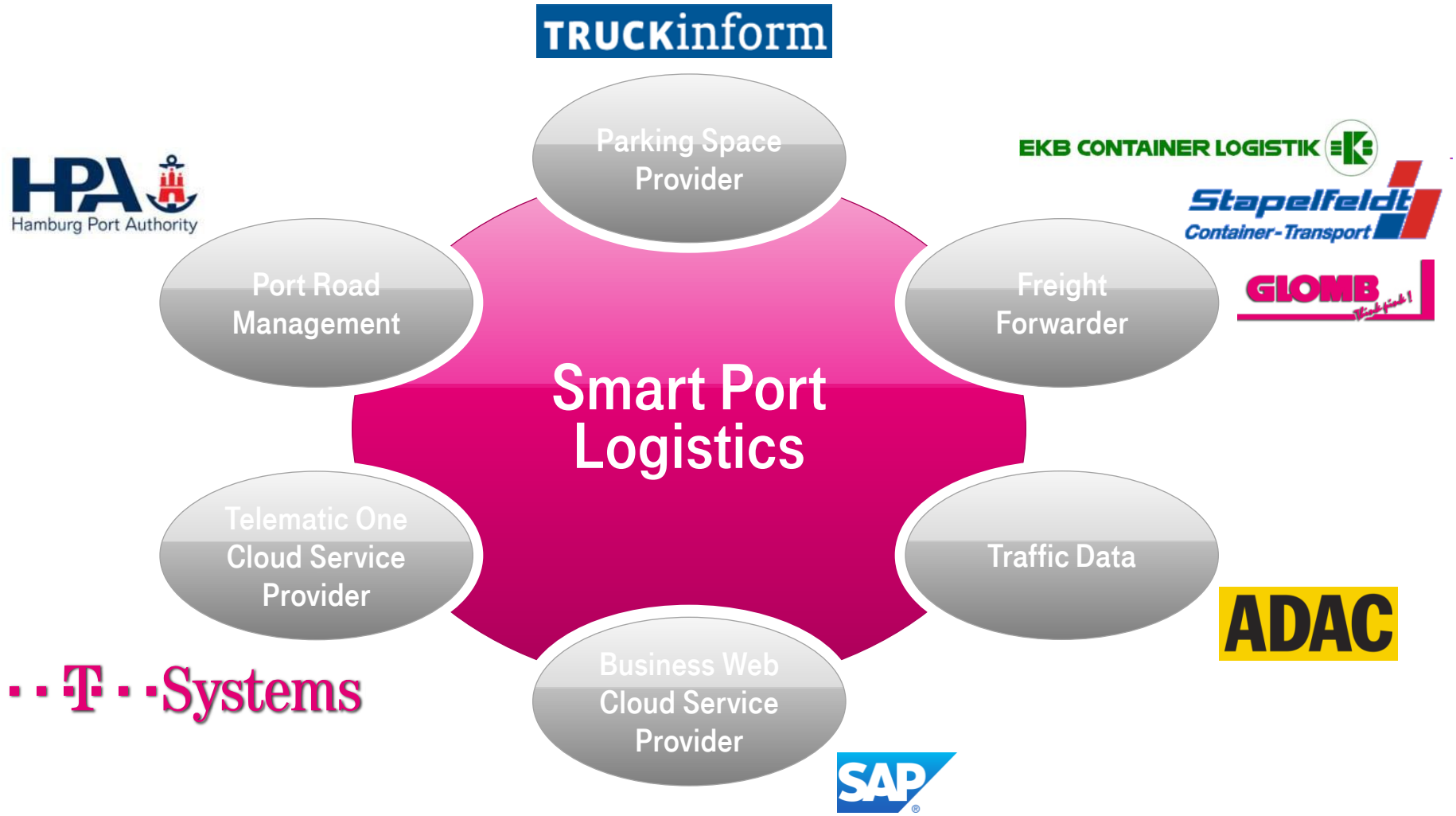
FLOATING CAR DATA FROM FREIGHT FORWARDERS PROVIDE A VALUABLE INPUT TO INFRASTRUCTURE ASSESSMENT AND OPTIMIZATION



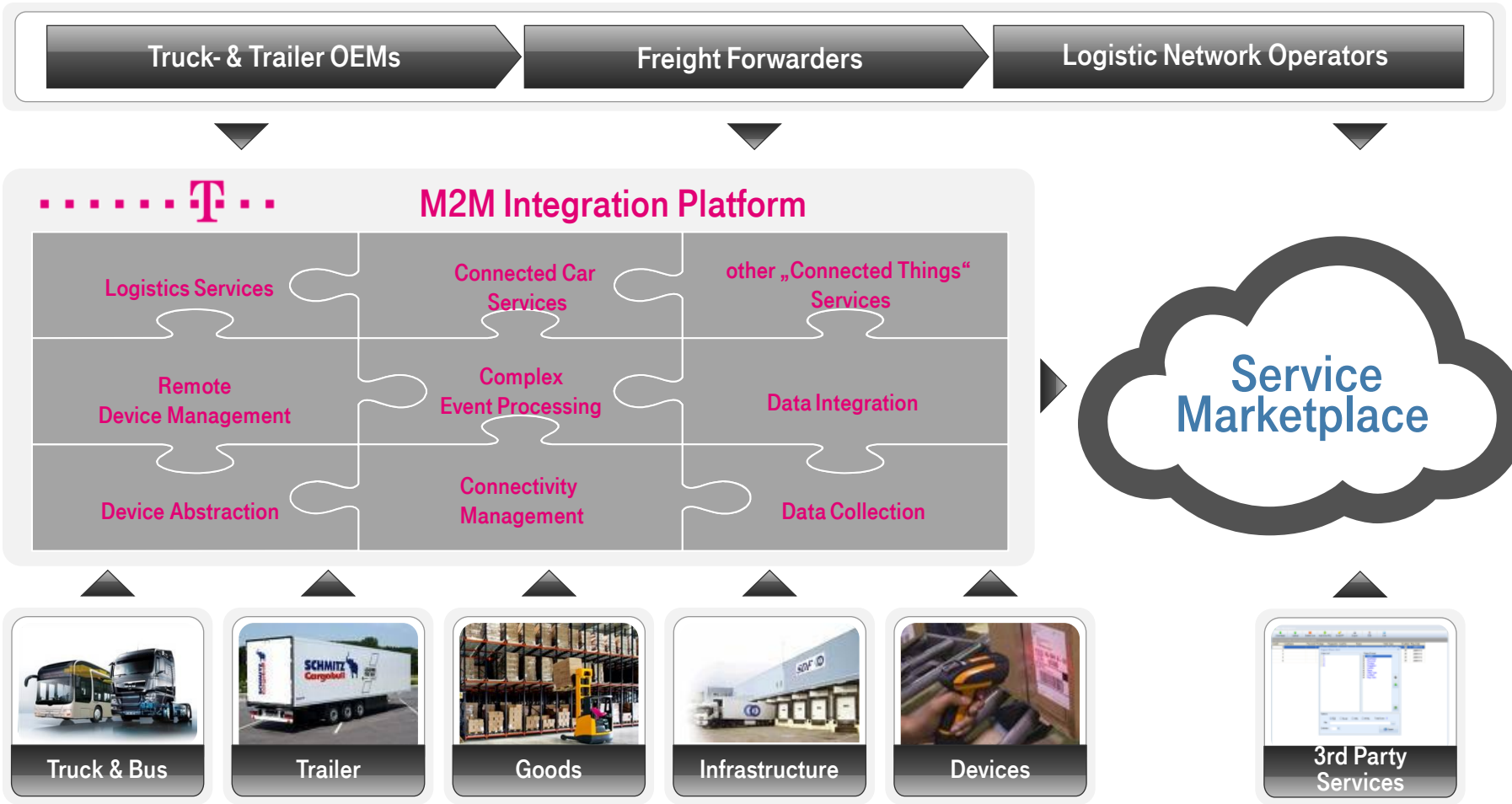


Hamburg Port Authority

SMART PORT LOGISTICS
FIELD TRIAL PARTICIPANTS



INTEGRATION & ENCAPSULATION OF M2M FUNCTIONALITIES WITHIN DT'S M2M INTEGRATION PLATFORM. SERVICE EXPOSURE THROUGH AN OPEN SERVICE MARKETPLACE



THANK YOU!

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