

# THE OPTIMIZATION OF TRANSPORTATION IN PORTS

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A port (harbor) or airport is a complex environment where multiple systems and strategies are operating continually and processing data. At the port management level, Business Intelligence (BI) in operations provides immediate visibility to vast amounts of significant data to analyze the port and terminal performance. Strategic planning using BI leads to improving and optimizing the performance of operations. The port environment is strategic for national security and modern ports are often multimodal distribution hubs providing transport links using sea, road, rail and air routes. Port management plays a major role in the interface between sea, air, rail and land for handling the loading and moving of freight from the moment of arrival at a terminal. One small error can lead to unnecessary costs, delays of delivery and inefficiency. Effective terminal management provides port security, knowledge of regulations, links with supply chains, and more. Transportation and logistics play a significant role in the supply chain process for the movement of products to the customer. The amount of trucks on the road continues to increase every year, contributing to more air pollution and greenhouse (GHG) emissions.



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