Ports & Shipping Solutions

Presenter’s Name:
Presenter’s Title:
Safe Harbor Statement

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Agenda

• Leadership in Ports & Shipping

• Innovation in Industry Solutions

• Results Achieved by Oracle Customers
Oracle in Ports & Shipping

Did You Know?

- **3 of the top 5** port operators owning more than 100 ports run Oracle Applications
- **7 of the top 10** ports run Oracle Applications
- **8 of the top 10** ports run Oracle Technology
The Challenges We’re Hearing

Terminal Performance:
How can we manage operations and back-office productivity, asset utilization, and workforce efficiency?

“In these times of change, continuous business-process improvement, financial transparency, sound risk management processes and state-of-the-art enabling technology are required”
– S&P Report (March 2007)

Terminal Unit Costs:
How can we manage asset cost effectiveness and operations uptime?

“Focus on cost reduction…pressure on pricing”
The Challenges We’re Hearing

Global Port Performance and Security:
How can we excel in collaboration with suppliers and customers, demand and capacity planning, strategic financial modeling, budgeting, and enterprise wide performance monitoring?

“Acquisitions, joint ventures, and alliances are also reshaping the industry”
– S&P Report (March 2007)
Analyst Quotes

**Gartner**

“Oracle’s E-Business Suite Financials is a robust, global offering with strong functionality that can typically address at least 95 percent of cross-industry accounting requirements… users that are looking for global financial applications should consider Oracle E-Business Suite Financials as a viable alternative. Rating: Strong Positive”

**AMR Research**

“Running an asset-intensive company doesn’t start and end with the general ledger and financials; domain-specific functionality is a requirement. Process and asset-intensive companies that are evaluating their first, or next, investment in enterprise apps should take a hard look at what Oracle has to offer and let capability, strong references, and attractive cost of ownership lead their decisions.”

**IDC**

“Oracle Financials lets us automate our planning process and data consolidation. Our financial planning and analysis staff can fully perform their roles as analysts and work closer with their operational managers--with greater speed and flexibility.”

**Forrester**

“Oracle’s strong middleware platform & greater support of standards make it a better choice than SAP for customers who will rely on custom development as well as packaged applications.”
Agenda

- Leadership in Ports & Shipping
- Innovation in Industry Solutions
- Results Achieved by Oracle Customers
Oracle Ports & Shipping Solutions
Maximize Port Value Creation to Shareholders

Improve Throughput, Workforce Productivity and Back-Office Performance

Optimize Cargo Flow and Reduce Terminal Unit Costs

Transform to a High Performance and Secure Global Port Enterprise

CONFIDENTIAL: All capabilities and dates are for planning purposes only and may not be used in any contract
### Improve Throughput, Workforce Productivity and Back-Office Performance

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Oracle Capability</th>
<th>The Oracle Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proactive terminal operations planning and execution</td>
<td>Oracle Technologies &amp; Middleware to Link Industry Solutions for Operations, Eqpt Mgmt, &amp; Resource Scheduling</td>
<td>Scalable, industry standards-based tools for integration, data mgmt, and portals / dashboards</td>
</tr>
<tr>
<td>Efficient Workforce</td>
<td>Workforce Mgmt, Service Delivery, Training &amp; Talent Management</td>
<td>Unsurpassed HCM and large installed base</td>
</tr>
<tr>
<td>Improve Back Office Productivity</td>
<td>Best-Practice ERP, Flexible Ledger Architecture, Scalable, GRC</td>
<td>Integrated with general ledger, consolidation, and profitability applications</td>
</tr>
</tbody>
</table>
Oracle Financials
Better Financial Management with Best-Practice Financial Process Flows

Performance Management

Credit-to-Cash
- Credit Mgmt
- Invoice/Billing
- Revenue
- Receivables

Procure-to-Pay
- Sourcing
- Contracts
- Purchasing
- Settlements

T&E
- Expenses
- Approval
- Audit
- Payments

Financial Control & Reporting
- Planning/Budgeting
- Accounting
- Allocations
- Consolidations
- Reporting

Asset Lifecycle Mgmt
- Planning
- Acquiring/Building
- Commissioning
- Operations/Maintenance
- Retirement/Disposition

Cash & Treasury Mgmt
- Positions Review
- Analysis
- Deal Mgmt
- Reporting

Governance, Risk & Compliance

Self-Service

Best Practices

Single Global Model

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DP World Builds Customer Relationships

COMPANY OVERVIEW
• One of the largest marine terminal operators in the world with 42 terminals spanning 22 countries, and a dedicated, experienced and professional team of more than 30,000 serving customers in some of the most dynamic economies in the world
• Handled 43.3M TEUs in 2007
• Revenue: $2.73 B
• Employees: 30,000

CHALLENGES / OPPORTUNITIES
• To provide world-class port services
• Manage its ever expanding businesses
• To have a global view of its global businesses
• To have full availability, transparency and consistency of data
• Up-to-date information on all its businesses

SOLUTIONS
• Oracle E-Business Suite

CUSTOMER PERSPECTIVE
“Our group's ever-expanding business operations span the development, management and marketing of ports, real estate development, investment and Free Zone operations around the world. We wanted an integrated system that can support our global operations while providing our business executives with the insight they need in order to make fast, smart and fact-based decisions, and Oracle E-Business Suite provided the perfect answer.”
Hamed Kazim
Group Chief Financial Officer
Oracle Ports & Shipping Solutions
Maximize Port Value Creation to Shareholders

- Improve Throughput, Workforce Productivity and Back-Office Performance
- Optimize Cargo Flow and Reduce Terminal Unit Costs
- Transform to a High Performance and Secure Global Port Enterprise

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# Optimize Cargo Flow and Reduce Terminal Unit Costs

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<tbody>
<tr>
<td>Maximize equipment and resource utilization</td>
<td>Preventive &amp; Predictive Maintenance, Streamlined Procurement, Optimized Equipment &amp; Workforce Assignments</td>
<td>Integrated asset procurement, maintenance, &amp; spare parts mgmt; integrated suite for learning mgmt, compliance mgmt, &amp; workforce assignment</td>
</tr>
<tr>
<td>Optimize management of container flows</td>
<td>Provide a Platform for Connectivity &amp; Collaboration with BPEL and Fusion Middleware</td>
<td>Only web-based real-time transportation management, warehouse management &amp; event management that can be integrated with port systems</td>
</tr>
<tr>
<td>Visibility into terminal operating and financial metrics</td>
<td>Master Data Management, Enterprise Performance Management, Fusion Middleware</td>
<td>Open-standards middleware for integration, data cleansing, &amp; data analytics executive dashboard that provides KPIs &amp; supports root cause analysis</td>
</tr>
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Reliability-Centered Maintenance
Increase Productivity, Reduce Cost, Improve Equipment Availability

- Focus attention and resources on “most important” assets
  - Preventive or Condition-Based for high value and critical (quay crane, yard crane)
  - Reactive for low value, low priority

- Select and implement strategy based on asset type and primary usage
ECT Increases Equipment Availability

COMPANY OVERVIEW
• Largest, most customer-oriented container terminal operator in Europe; handles most containers that pass through the port of Rotterdam
• Member of the Hutchison Port Holdings Group (HPH), a subsidiary of Hutchison Whampoa (HWL)
• HPH is the world's leading port investor, developer and operator with interests in a total of 292 berths in 46 ports, spanning 23 countries throughout Asia, the Middle East, Africa, Europe and the Americas
• HPH also owns transportation-related svc companies
• In 2007, the HPH Group handled a combined throughput of 66.3 million TEU worldwide
• 2006 revenue $4.24B; 2000 employees

CHALLENGES / OPPORTUNITIES
• Provides best price-quality ratio
• Meet customer requirements in every aspect
• Deploy state-of-the art facilities and technologies to achieve optimum operations output

RESULTS
• Cost-effective asset lifecycle maintenance within its highly automated terminal operations
• Higher equipment availability

SOLUTIONS
• Oracle E-Business Suite
Oracle Ports & Shipping Solutions
Maximize Port Value Creation to Shareholders

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- Transform to a High Performance and Secure Global Port Enterprise

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# Transform to a High Performance and Secure Global Port Enterprise

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<td>Maritime community Portal</td>
<td>Platform for Connectivity &amp; Collaboration with BPEL and Fusion Middleware</td>
<td>The leading integration and portal capabilities to connect to all business partners systems</td>
</tr>
<tr>
<td>Maritime security</td>
<td>BPEL Process Manager, Sensor Edge Server, Database, Application Analytics</td>
<td>Master data mgmt suite integration platform for biometric cards and other RFID devices; governance, risk, and compliance product suite</td>
</tr>
<tr>
<td>Greening the terminal</td>
<td>Governance, Risk and Control, Enterprise Asset Management, BI, Transportation Mgmt</td>
<td>Governance, risk and compliance product suite; integrated asset management suite with ERP</td>
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</table>
Capture and Synchronize Information
Enabling Maritime Collaboration

Business Imperatives

1. **Seamless Information Flow within Maritime Sectors**
   Orders, Trade Documentation Submission, Workflow, Track & Trace

2. **Enhance Responsiveness and Customer Service**
   Reduce transaction time, approval work-flow

3. **Extend Collaboration Efforts and Info Accessibility**
   Customers, Shipping Lines, Forwarders

4. **Increase Productivity**
   Eliminate double data entry and errors

5. **Improve Business Agility and Compliance**
   Create a single source of information for customers, partners, internal users and regulatory agencies

Architectural Pattern

- **Service Orientation**
- **Service Oriented Integration**
- **Aggregating User Interactions**
- **Business Process Management**
- **Managing & Connecting Info Services**

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PSA Increases Competitiveness

COMPANY OVERVIEW
• Largest port operator in the world in terms of container handled, with 28 ports in 16 countries
• Principal business: provision of integrated container terminal services incl. multi-purpose terminal services
• Other businesses include PSA marine
• HQ in Singapore; flagship Singapore Terminals operates world’s largest container hub
• Employees: 6000; Revenue: US$2.89B

CHALLENGES / OPPORTUNITIES
• Sharpen its competitive edge
• Stay lean and relevant
• Maintain best-in-class standards in efficiency & services
• To be the most cost effective port

RESULTS
• Streamlined budgeting process
• Increase back-office productivity
• Single instance financial solution
• Integrated Portal solution

SOLUTIONS
• Oracle Technology (Portal, AS, BPEL, PM, OID)
• Oracle E-Business Suite
• Oracle Project Accounting
• Oracle PeopleSoft HCM
• Oracle EPM
Oracle Ports & Shipping Solutions Summary

Improve Throughput & Back-Office Performance
- Proactive Terminal Operations Planning & Execution
- Efficient Workforce
- Increase Back-Office Productivity

Optimize Cargo Flow and Reduce Terminal Unit Costs
- Maximized Equipment and Resource Utilization
- Optimized Management of Container Flows
- Visibility into Terminal Operating and Financial Metrics

Transform to a High Performance and Secure Global Port Enterprise
- Maritime Community Portal
- Maritime Security
- Greening the Terminal
Oracle’s Ports & Shipping Footprint

Port Community System
- Customs Declaration
- Carrier / LSP Documentation
- Global Trade Management
- Security Compliance

Sales & Marketing
- Marketing
- Sales

Analytics
- Operations KPIs
- Supply Chain
- CRM
- Financials
- HCM

Intermodal Logistics
- Transportation Mgmt
- Forwarding & Brokerage
- Global Trade Mgmt
- Network Optimization
- Fleet Management
- Demand Management
- Warehouse Management
- Transportation Sourcing

Corporate Administration
- EPM
- Financials
- Human Resources
- Facilities Management
- Procurement
- Projects
- eAM

Helpdesk
- Organization Helpdesk
- Accidents Reporting
- Customer Service Center

Infrastructure
- Analytics (e.g., Mobile Analytics, Dashboards)
- Hubs (Asset Hub, Operations Hub)
- Universal Customer Master
- Integration Framework (e.g., BPEL)
- Technology (e.g., Database, Application Server, RAC)

Container Handling System
- Berth Plng & Ops
- Yard Plng & Ops
- Gate Plng & Ops
- Security
- Vessel Stowage
- Rostering
Oracle Uniquely Delivers a Competitive Advantage by Leveraging People, Partners, Process, and Platform
People: Oracle’s Ecosystem Creates Advantage

- 30,000 applications customers
- 220,000 database customers
- 29,000 developers, support engineers and consultants
- 1,700 application ISVs
- 5,000 middleware ISVs
- 9,000 database ISVs
- 35 Fusion strategy council members
- 425 user groups
- 30,000 middleware customers
- 1,300 participants in early customer adoption programs
- 950 customers participating in Customer Advisory Boards
- 500 Industry & Product strategy council members
- 1,300 customers participating in Customer Advisory Boards
- 275,000 Customers Benefiting from Shared Innovation
**Process:** Top to Bottom Support for Ports & Shipping

### #1 Enterprise Software Vendor
- ERP, CRM, SCM and more
- Most scalable, reliable, secure infrastructure
- Most complete range of on-demand and on-premise deployment options

### Built-In Ports & Shipping Capabilities
- Terminal operations planning and execution
- Optimized container routings / flows
- Maximized asset / equipment utilization; predictive and preventive maintenance
- Maritime community portal
- Workforce training, certification, and management

### Largest Software Support Team
- 21,000+ development and support engineers
- 145+ countries
**Platform:** Oracle Fusion Middleware Leads the Market

### Best-Selling
- 32,000+ Customers Deployed
- 70% of World’s 50 Largest Firms
- $1B+ Business

- - - #1 Middleware By Share - - -

Source: Gartner’s Market Share Application Integration & Architecture

### Highest Rated
Only Vendor in Gartner and Forrester Leader Quadrants for All Middleware Components

- - - Oracle Leads the Pack - - -

Source: Forrester Research Ranking of Application Platform Servers

### Most Comprehensive
Industry’s Most Comprehensive Platform for Developing, Deploying & Integrating Enterprise Apps

- - - Rich Functionality - - -

<table>
<thead>
<tr>
<th></th>
<th>ORCL</th>
<th>IBM</th>
<th>SAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>J2EE Server &amp; Dev Tools</td>
<td>●</td>
<td>●</td>
<td>○</td>
</tr>
<tr>
<td>Enterprise Service Bus</td>
<td>●</td>
<td>●</td>
<td>○</td>
</tr>
<tr>
<td>Portal, Collab, Content Mgmt</td>
<td>●</td>
<td>●</td>
<td>○</td>
</tr>
<tr>
<td>BPEL Process Management</td>
<td>●</td>
<td>●</td>
<td>○</td>
</tr>
<tr>
<td>Activity Monitoring</td>
<td>●</td>
<td>●</td>
<td>○</td>
</tr>
<tr>
<td>Business Rules Engine</td>
<td>●</td>
<td>●</td>
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<tr>
<td>SOA Management</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Business Intelligence</td>
<td>●</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Integrity Management</td>
<td>●</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

### Growth Rates

![Growth Rates Graph]

Source: Gartner’s Market Share Application Integration & Architecture

### Fastest Growing Middleware

- - - SOA Vendor of Choice - - -

Source: Forrester Research Ranking of Application Platform Servers

### Rich Functionality

Oracle Fusion Middleware offers a comprehensive platform for developing, deploying, and integrating enterprise applications. It is the leading choice for SOA (Service-Oriented Architecture) due to its rich functionality in areas such as J2EE Server & Development Tools, Enterprise Service Bus, Portal, Collaboration, Content Management, BPEL Process Management, Activity Monitoring, Business Rules Engine, SOA Management, Business Intelligence, and Integrity Management.
Agenda

• Leadership in Ports & Shipping

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Ports & Shipping Customer Results

Grand Award from Hong Kong Information & Communications Technology (ICT) 2006 in eBusiness category

Gained the edge to achieve greater levels of productivity, translating to higher efficiencies for its customers

Gained huge efficiency via its community portal developed using Oracle technologies

Helped lower IT cost and achieved new service level
The Oracle Difference

Only Oracle...

✓ Offers complete end-to-end FMS, HCM, SCM, CRM and OTM solutions with seamless integration to port operations systems

✓ Has the largest customer installed base; Oracle Apps and Technology are used by the 3 biggest port operators with over 100 ports in the world

✓ Offers proven technology solutions for top port operators, such as Hutchinson Port Holdings (Hong Kong), PSA (Singapore) and DP World (Dubai), to develop innovative award winning eBusiness solutions
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