



**A Top F&B Company Preferred
Portcast Over Any Other Leading
Visibility Solutions Providers**

Here's Why!

A global Food & Beverage (F&B) industry leader sought improved ocean freight visibility to provide superior delivery experience for more than 120,000 containers. Here's how Portcast outperformed strong market rivals and was the provider of choice for the client.

The Assessment

The client conducted an extensive platform trial for 12 weeks, testing Portcast visibility and predictive **data quality against five key global visibility providers**, including a market leader (referred to as Company X here).

In the context of ocean freight visibility, here's what defines superior data quality:

Completeness

Does the solution offer a full view of the container information?

Latency

Is the data delivered as timely as possible?

Accuracy

Can the predictive arrival (pETA) and predictive departure (pETD) times achieve high accuracy?

The Winning Factors: Why They Chose Portcast

1. Completeness: Container Events Coverage

Container Event	Portcast (in %)	Company X (in %)
Empty Pick Up	96	86
Gate In	91	95
ATD	97	97
ATA	91	73
Gate Out	71	58
Empty Return	66	34

The table values indicate the **percentage of containers** for which data was shared for the above container events.



2. Latency

Latency, in this context, refers to the delay between the occurrence of an event in real-time and the moment it is captured in our system/ shared with the F&B company.

Container Event	Portcast (in %)	Company X (in %)
Empty Pick Up	50	NA
Gate In	68	48
ATD	91	84
ATA	96	95
Gate Out	61	88
Empty Return	64	88

The table values indicate the percentage of containers for which we have shared data with latency at or below 24 hours.

The **ATA and ATD events served as crucial metrics** for the F&B client. For these milestones, Portcast demonstrated superior coverage and reduced latency by incorporating AIS data in addition to carrier-shared information.

3. Data Accuracy (Predicted ETA/ ETD)

Portcast's Estimated Time of Arrival (ETA) predictions at the Point of Discharge (POD) and Estimated Time of Departure (ETD) predictions at the Point of Loading (POL) **consistently outperformed Company X and other leading competitors in terms of prediction accuracy.**

Impact of Our Predictions for the F&B Company



With better accuracy, customers know in advance when to expect their product and plan accordingly. By mitigating delays and disruptions, the F&B shipper could minimise waste, optimise transportation costs, and maintain inventory levels more effectively.

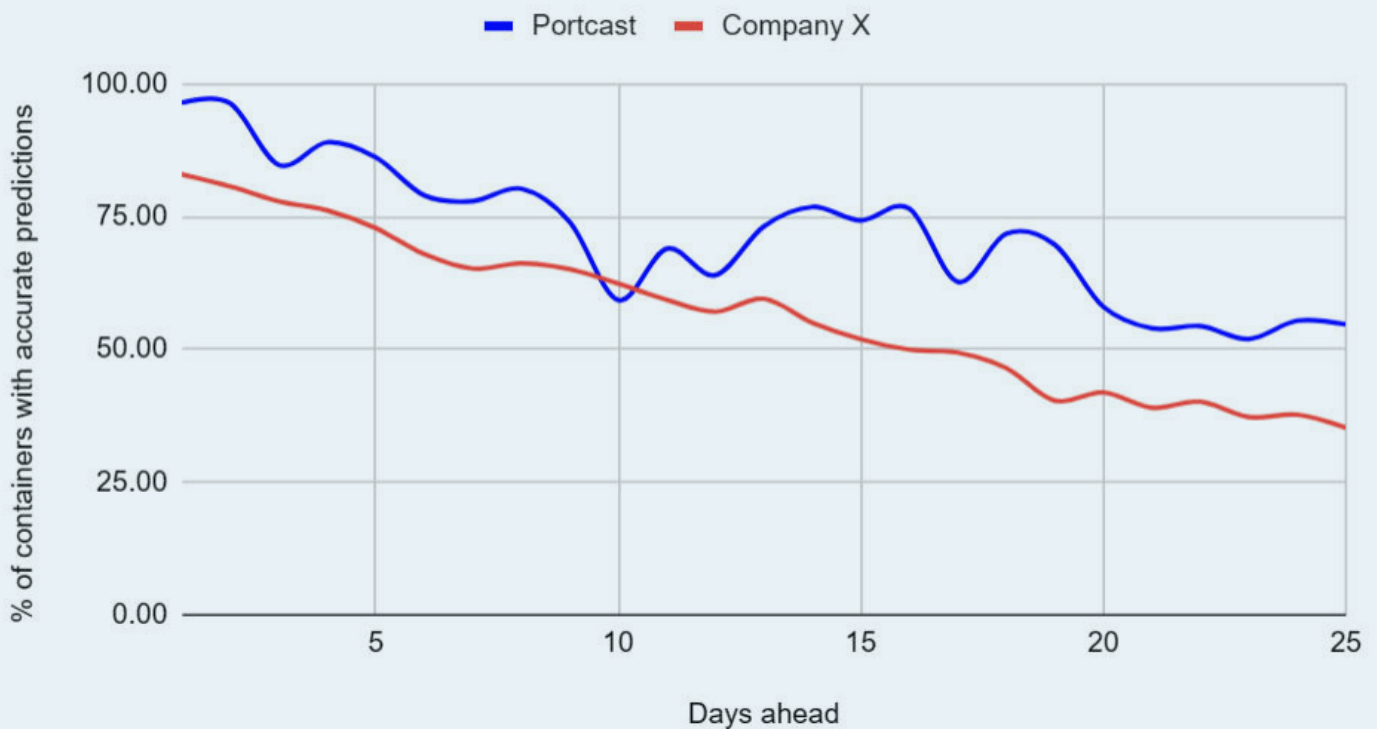


Receiving accurate container milestones as early as possible (low latency) enabled the F&B company to reroute shipments promptly, switch vessels when needed, and prevent delays, ensuring the efficient delivery of perishable goods.

ETA Predictions at POD

The following graphs show the percentage of containers across different days ahead of actual arrival/departure, for which we have successfully predicted the arrival/departure. The prediction window is within +/-1 days for up to 12 days in advance and within +/-2 days for arrivals or departures beyond 12 days.

ETA Predictions: Portcast vs Leading Visibility Provider



Portcast predictions were 89% accurate four days ahead of the arrival, while Company X lagged behind at 76%.

Company X's accuracy further declined as the forecast horizon extended, reaching as low as 35% for predictions 25 days in advance.



ETD Predictions at POL

Portcast's ETD predictions were better in accuracy even several days before the departure. For instance, even nine days in advance, Portcast's predictions were 75% accurate, while Company X's accuracy lagged at 49%.

Portcast maintained exceptional accuracy, reaching 99.77% one day before departure, whereas its competitors fell short, with Company X's accuracy at only 82%.

Significantly, as the forecast extended to 25 days before departure, some competitors did not offer predictions.

ETD Predictions: Portcast vs Leading Visibility Provider



Data quality is the 'holy grail' to get ocean freight visibility right for any BCO or Freight Forwarder, without which any other advanced visibility features can only be suboptimal. Accurate visibility is critical to empower businesses to deliver superior delivery experience and optimise their supply chain flows.

Portcast data quality made the choice clear for the F&B company. In conclusion, after testing our platform against five strong competitors, the F&B leader found Portcast a reliable partner for their container tracking and prediction needs.



Real-Time Transportation Visibility and Predictive Insights Powered by Data

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