



Advanced Ocean Visibility



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Ocean visibility with project44 tracks container- and vessel-level information on ocean freight around the globe – no matter the port of origin or destination.

With project44, organizations can:

- Make detailed plans for arrival and prioritize resources for high-priority shipments with dynamic ETAs based on weather, location, 12 years of routing history, and vessel speed
- Keep customers informed as containers move inland with rail notifications based on real-time events
- Reduce the need to buffer lead times and hold excess inventory with customized status alerts that improve decision making and event management
- Improve resource planning by incorporating port and terminal conditions, such as excessive congestion, into ETA calculations
- Keep users updated on expected arrival at port, increasing their ability to proactively manage exceptions and communicate to stakeholders when a disruption may occur

How We're Different

project44's ocean visibility offers unique advantages because:

- It's built to seamlessly interact with other modes and capabilities with the industry's only unified, end-to-end visibility solution
- project44 has complete control over the proprietary solution and roadmap
- project44 is building a single endpoint, providing easier integration and interoperability with other systems
- project44 delivers the most accurate tracking data with multiple data sources (carriers, ports, AIS, etc.) and a machine learning ETA algorithm that leverages 12 years of routing history
- project44 tracks containers at the order or SKU level to provide a single view of associated orders, inventory, and shipments throughout the supply chain, and predicts risk of shipments being delayed based on inventory and order health scores

How it Works

project44's leading API design provides customers and integration partners with events, states and positions. This model provides additional context (**AT_STOP**) for specific event descriptions (**GATE_OUT_EMPTY**) and geo-position data that informs current location of cargo in transit. To initiate tracking, only a container number is required.

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project44's ocean visibility solution retrieves data from:

1. **Vessel AIS Data**

project44's AIS provider controls their own orbit satellites which means they process the highest amount of AIS data. This allows the ETA algorithm to process a greater amount of location and contextual data (weather, speed, weight, etc.) which produces higher accuracy predictions.

2. **Ocean Carrier APIs**

project44 has built direct connections to ocean carrier APIs that provide container events and route overviews.

3. **Ocean Carrier Schedules**

project44 pulls vessel sailing schedules that are updated daily with a forward-looking view of 2 months for over 10,000 ocean vessels, enabling detailed analytics and insights into which shipments are running late, early or on-time based on the carrier's posted schedule.

4. **Port and Terminal Systems**

project44 has integrations with several port and terminal systems that provide container events and contextual data on port activity. For example, these connections provide insights into customs hold, line hold, container location in terminal, etc.



Available Event, State and Position Updates

Container Events

1. Gate Out Empty
2. Gate In Full
3. Loaded on Board
4. Berthing
5. Discharge
6. Container Available
7. Gate Out Full
8. Departed Terminal
9. Empty Return*

Vessel Events

1. Scheduled Time of Arrival
2. Actual Time of Arrival
3. Estimated Time of Arrival (p44 derived)
4. Scheduled Time of Departure
5. Actual Time of Departure

States

1. At Terminal
2. On Water
3. In Transit
4. Customs Hold
5. Line Hold
6. Other Hold

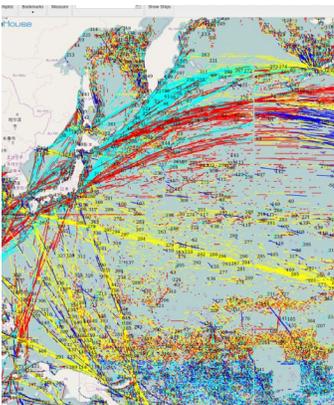
Order and Inventory Visibility

project44 can sync orders and inventory across modes, enabling customers to search and retrieve shipment details by order and inventory identifiers and produce inventory health scores based on shipment risk. By providing the necessary context to quantify the financial and inventory impacts of late shipments, this insight is vital to many supply chains. Pairing this functionality with ocean visibility allows customers to:

1. Identify what orders and inventory are in each container
2. Search and retrieve shipment status by inventory ID, SKU or purchase order number
3. Quantify risk and inventory health for ocean shipments

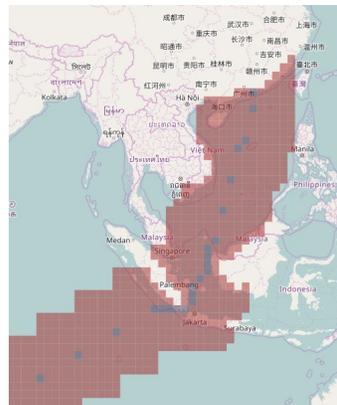
project44's Machine Learning ETA

The sole mission of project44's data science and machine learning engineering team is to ensure the ETA algorithms are highly accurate and reliable. project44's ocean ETA leverages four key attributes to deliver a highly accurate ETA.



Over 12 Years of Vessel Routes

Since ocean ships can have nearly an unlimited path between two ports, project44 uses over 12 years of vessel route history to predict the most likely route between any two ports.



Inclement Weather

Inclement weather often forces ships to change navigational course. To ensure accuracy, the algorithm adjusts ETA based on the initial predicted route established from point one.



Speed Change Across Time

Speed plays an important role in allowing our model to determine how fast a vessel will move between two points. project44 predicts speed based on the historical trends which impacts the ETA output.



Port Congestion

project44 is constantly monitoring vessels moving around the world, regardless of whether they carry cargo being tracked. If the system senses increased levels of vessels standing still within a port geofence, the ETA is automatically adjusted.



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project44 is the world's leading Advanced Visibility Platform for shippers and third-party logistics firms. project44 connects, automates and provides visibility into key transportation processes to accelerate insights and shorten the time it takes to turn those insights into actions.

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