

The Logistician



OCTOBER 2016

ABOUT UNIVERSITY

Alagappa University Reaccredited with 'A' Grade by National Assessment and Accreditation Council (NAAC) is located at Karaikudi in Tamil Nadu is accessible from Madurai and Tiruchirappalli Airports within two hours. The 440 acre green and lush campus houses all the academic activities. This University has emerged from the galaxy of institutions initially founded by the great philanthropist and educationist **Dr. RM. Alagappa Chettiar**.

The University's **motto** is "**Excellence in Action**" and the University keeps before it the vision of excellence in all spheres of its action.

ABOUT DEPARTMENT

This is a young, vibrant entity established during the academic year 2016-17 at Alagappa University. Logistics Management is getting professionalized of late, which is evident from the fact that this MBA (Logistics Management) programme is sanctioned to Alagappa University as an Innovative Programme with liberal funding by the University Grants Commission (UGC). The faculty members of the DoLM are well qualified, industry-academia enriched, Nationally and Internationally experienced professionals. Infrastructure at the command of the department is enviable. Video conferencing facility, Wi-Fi environment, Networked Computer Laboratory, well stocked Library, Conference halls are few notable features. The DoLM offers industry focused MBA (LM), M.Phil (LM) and Ph.D. in Management - Specializing in Logistics Management.

The DoLM is striving hard to position itself as a **thought leader in the National and International Logistics space**.

STATE-OF-THE ART CURRICULUM

The latest revision of the curriculum was made during the year 2016 incorporating new courses in the fields of multimodal transport system, retailing industry logistics and modern logistics operations management.

Summer Training (on the job) Programme in Logistics Industry for 2 months. Special focus on Soft skill development, Written Communication and Event Management. Placement focused programme, Entrepreneurial Assistance. Job Assistance through Executive Empowerment Programme MoUs are planned with Institutions of Importance in India and Abroad.

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Atlantic Container Line is an American shipping company owned by the Italian Grimaldi Group. The company operates large RORO Container ships between Europe and North America. ACL was formed in 1965 by a consortium of five shipping companies, Wallenius Lines, Swedish America Line, The Transatlantic Steamship Company and Holland America Line.

CUSTOMER AWARDS:
2015 Target All-Star Award.



Atlantic Container Line (ACL)

800-ACL-1235 | ACLcargo.com | nextgenerationconro.com

PARENT COMPANY:
Grimaldi Group of Naples, Italy

Established in 1967, ACL is a specialized transatlantic carrier of containers, project and oversized cargo, heavy equipment, and vehicles with the world's largest combination roll-on/roll-off (RoRo) containerships

Maersk line

800-321-8807 | maerskline.com

PARENT COMPANY:
A.P. Møller-Maersk A/S

SISTER COMPANY:
Safmarine and SeaLand. Maersk Line is the holding company for MCC Transport (Intra-Asia), Seago Line (Intra-Europe), and Mercosul (Brazil).

Founded in 1904, Maersk Line is a global transportation partner that strengthens shippers' supply chains and enables global trade. Maersk Line connects the world with port-to-port pairs and global weekly sailings to provide comprehensive service options for global supply

(CONROs). Headquartered in Westfield, N.J., with offices throughout Europe and North America, ACL offers five transatlantic sailings each week and is also the Grimaldi North America agent for services between North America and West Africa and between North America

and the Mediterranean.

WEB TOOLS: Booking and rate requests, express documentation.

FLEET SIZE: Five vessels operate in the core North Atlantic service; additional vessels are time-chartered to the Grimaldi Group.

Warehousing -

Warehousing refers to the storage of goods for a specified period of time.

chains.

WEB TOOLS: My Maersk Line e-tools include: booking, shipping instructions; My Shipment; ETA notification; MyFinance with invoices, eDispute, eStatement, and ePayment; bill of lading; sailing schedules; and track and trace.

FLEET SIZE: 610 vessels.

WHAT'S NEW: On Sept. 22, 2016, A.P. Møller-Maersk A/S announced a restructuring of the company into two separate divisions: Transport & Logistics and Energy. Maersk Line, along with APM Terminals,

DamiraSk Container Industry, and Svitzer, will be part of the Transport & Logistics Division.



Maersk Line is the global container division and the largest operating unit of the A.P. Møller – Maersk Group, a Danish business conglomerate.

It employs approximately 7,000 sea farers and approximately 25,000 land-based people.

How to Go Green

Here is some expert advice for creating a lean, green, and sustainable supply chain:

- Get executive buy-in that includes a champion or sponsor who can help break down internal barriers.
- Start by mapping the current state of your supply chain. That will help identify silos that will, in turn, help find ways to improve communication and collaboration companywide, says Brian Winshall of AFN Logistics.
- Take a data-driven, project management approach. "The most successful programs treat sustainability as a project. make a commitment to it, assess for opportunities and prioritize them, and implement," says Ben Cubitt of Transplace. • Investigate new technology, whether it comes via software, lighter trucks, or packaging materials.

Optimizing Your Supply Chain



Q: How can today's manufacturers deal with increasing regulations, demand volatility, and shifting global trade currents?

A: While supply chain managers work diligently to design and oversee extended supply chains, one aspect that often falls through the "operational cracks" is supporting the corresponding financial supply chain. Orchestrating the end-to-end cash flow velocity and supporting transactions are critical to improve working capital, reduce risk, and enhance margins and efficiencies.

Organizations need visibility into the transactions, cost drivers, and results of the financial supply chain. Automated freight payment and audit can provide that.

Q: What trends do you see most impacting companies?

A: The shift in direct-to-consumer shipping is increasing costs and driving change in the industry. According to a recent report from the Aberdeen Group, 61 % of companies are shipping direct to the customer. This was less than 50% two years ago.

Q: How has the demand for data changed given this new pressure on supply chains?

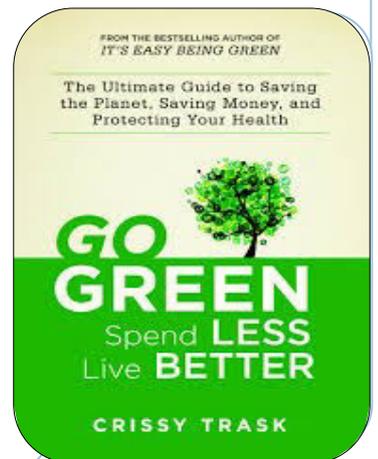
A: Customers are demanding more from the data we collect. Through ad hoc customer requests and continuous improvements to our reporting suite, we are delivering more value through enhanced business intelligence solutions.

Our freight payment reporting tools support landed cost calculations with the ability to measure freight costs at the product level. Because of the significant impact of transportation cost on the supply chain-and the company's bottom line-it must be measurable at a very detailed level in order to be managed effectively and optimized successfully.

Q: When it comes to technology, security is a big concern. What can companies do to assure that their data is protected?

A: While technology drives efficiencies and can revolutionize an industry, it can also leave organizations vulnerable to cyber-crime. It's important for organizations to take a critical look at how the parties in their supply chain handle and store the data they have access to and how they transmit it.

"The line between disorder and order lies in logistics..." – Sun Tzu



Fraud and information security are an ongoing concern as hackers and cyberterrorists become savvier. Freight bills contain information that is often competitively sensitive. If that were to be compromised, it could cause a major disruption in an organization's business.

That's why U.S. Bank Freight Payment goes beyond basic information security by meeting the rigorous regulatory, audit, and compliance requirements of the financial industry and maintaining the highest level of data center availability and performance.

U.S. Bank I 866-274-5898

**intouchwithus@usb
ank.com**
WWW.usbpayment.com/freight-payment

Making Your Distribution Data Work for You

10 TIPS STEP-BY- STEP PROCESS

NVOCC

Non Vessel-Operating
Common Carrier.

Consumer shipping expectations are changing faster than ever, putting more pressure on omnichannel retailers. While retail giants spend seemingly endless resources catering to customer whims, many other retailers struggle to optimize shipping and distribution practices, increase customer loyalty, and maximize sales without wasting precious resources.

With technology permeating every aspect of e-commerce and shipping, retailers now have access to a huge and largely untapped resource - troves of valuable data. Jeremy Bodenhamer, CEO and co-founder of ShipHawk, suggests ways retailers can utilize data to stay ahead.

1. **Share delivery data.**

Be transparent with consumers about their package's journey by offering an estimated delivery window or package location. This allows you to manage customer expectations and keep them engaged with your brand post-purchase.

2. **Recognize quicker is not always better.**

The majority of consumers choose the least-expensive shipping option, regardless of delivery speed. Use local and regional carriers that offer lower price points for less expansive delivery areas.

3. **Use customer data to improve internal systems.**

By analyzing delivery destinations and origins, purchasing traffic patterns, and selected delivery times and methods, retailers can learn about their customers. Since customer data is never static, it yields ongoing insight that can help evolve your logistics processes.

4. **Use more effective targeting.**

Geo-locating consumers based on delivery data can reduce costs and increase marketing ROI-allowing you to spend marketing dollars in the regions that

drive the greatest profitability for your business.

5. **Ship from the right location.**

By analyzing purchase data, brick-and-mortar stores can increasingly operate like mini warehouses to ensure they pick, pack, and ship items efficiently. Drop shipping can also become a viable option for retailers if inventory information is well managed, up to date, and integrated with the company's logistics systems.



6. **Move stock to more appropriate locations.**

By studying consumer data, especially where individual items are ultimately delivered, retailers can anticipate demand and place the correct stock closer to customers.

7. **Diversify delivery options.**

With the rise of services such as Uber, Sidecar, Deliv, and TaskRabbit, widening distribution options are changing the nature of on-demand delivery. Though these businesses are relatively new,

test them and see what works for your business.

8. **Customize delivery.**

While diverse delivery options are important, remember who your consumers are and what sort of options attract them specifically. For example, young professionals will probably be interested in different delivery methods than pensioners or stay-at-home parents because they are home at different times.

9. **Offer optimal delivery options for each order.**

Software allows retailers to offer a plethora of shipping options, easily and efficiently. Once a logistical nightmare, this process can now be auto-mated, allowing retailers to offer customers optimal delivery options.

10. **Eliminate guessing.**

Instead of estimating shipping quotes or guessing which options best appeal

to your customers, use data and technology to find the answers. Properly analyzing data affords huge insights into pricing strategies and supply





“Creativity is an import-export business.”

– Ethan Zuckerman

A leader in inland barge transportation, American Commercial Barge Une (ACBL) provides complete logistics solutions for shippers of liquid cargoes by barge.

For more than 100 years, ACBL has been transporting the products used to build and power our nation. Today, ACBL is one of the largest and most diversified carriers on the inland waterways, covering some 7,200 miles. with a significant portion of its operations dedicated to moving liquid cargoes including petroleum, refined products, petrochemicals, and edible oils.

ACBL Barges in to Meet Logistics Needs

Tim Allen, vice president liquid sales, and Jerry Torok, senior director, safety and regulatory compliance with ACBL recently sat down with Inbound Logistics to discuss the unique challenges of transporting chemical logistics.

Q: What services does ACBL provide to customers in the chemical industry?

TA: ACBL’s highly trained tankermen and ship supervisors work in conjunction to safely load and unload various liquid cargoes to and from customers’ ships. This process called ship lightering, saves time and money by reducing the number of ports of call for vessels.

ACBL’s shoreside tankermen can load/unload barges carrying most Subchapter D and O cargoes, including liquefied gas. Upon request ACBL can provide tank barges that can be loaded in tandem, as well as the tankermen who have experience in this type of loading. In addition to the tankermen’s load and unload duties, they can also per-

form minor repairs to barges. The company’s liquids customers include most major oil and chemical companies located in the United States.

Q: How is the practice of chemical logistics different than the logistics of other products?

JT: The biggest difference is that shippers of liquid cargoes take into consideration the marine environment and understand the consequences of any spill to the water. Therefore, shippers of liquid cargoes are sensitive to the safety statistics of any liquid carrier.



Q: Are there advantages to transporting chemicals via barges? What about safety considerations?

JT: ACBL is committed to developing and implementing new technology and products that increase the safety, efficiency, and reliability

of our equipment and reduce the risk of spills and injuries. Barges are the safest, most cost effective and environmentally friendly way to transport liquid cargoes.

ACBL’s tank barges are equipped with the latest engineering innovations, which significantly reduce

the risk of spills and increase the efficiency of cargo transfers. Innovations include alarms that alert of mechanical seal failures

in pumps; solar-powered alarms that provide overflow protection without power from a shore connection; spring starter systems to replace hydraulic systems on pump engines; and spill pans containing potential cargo leaks from valve packing. In addition, a one-inch increase in cargo pump size on 10k barrel tank barges has resulted in a 25 percent increase in load/unload efficiency.



Small Industry Day
Tuesday, 30th August 2016
Venue: Convocation Seminar Hall



In a country like India, the SSIs help eradicate poverty in rural areas. To popularize the concept of the SSIs and encourage graduates to turn entrepreneurs, the university proposed to establish small-scale units on its premises to produce bakery and confectionary items.

S. Subbiah, Vice-Chancellor, Alagappa University, has said small scale industry (SSIs) provide 80per cent of employment opportunities in the country and contribute to 40per cent of export potential. The university also proposed to train students in making paper from waste products, making agarpathi, camphor and phenol encourage them to start their own units.



A. Padmanabhan, Senior Deputy General Manager (Production and Logistics), BHEL., Thirumayam unit, BHEL had grown over the year together with its ancillaries the SSIs. To make use of the facilities in the unit for their research programmes.

