



# MarineTraffic

Global Ship Tracking Intelligence

## CASE STUDY

How Centersource Technologies is  
revolutionising their ocean trade  
visibility with MarineTraffic



**Centersource  
Technologies**

# Introduction

When you are on a mission to automate global trade, end-to-end supply chain visibility is critical. Several stages of the business and logistics processes can be time-consuming if you don't have the right tools and information in place, while the ability to quickly access and act upon insights, can put you ahead of the game.

Centersource is a leading supply chain automation and collaboration company that offers tools for trade, logistics analysis & document-flow automation across a growing range of markets.

In this case study, we explain how Centersource relies on MarineTraffic to gain visibility and automate the monitoring process not only for worldwide lumber shipments but also for its customers, using advanced AIS data and maritime intelligence.



## About the company

Centersource has its roots in timber and has its sights firmly set on revolutionising the industry. With a long history of serving producers, sawmills, agents, importers and traders, with increasing volumes worldwide; from Northern and Eastern Europe to North America, the Middle East and the Far East, Centersource is perfectly positioned as the leading global marketplace for buying and selling timber.

By combining the company's international experience with technology and business intelligence, they have expanded their reach by developing an industry-specific supply chain automation platform, Timber.Exchange. The platform offers forwarders and importers the ability to automate logistics, export, tracking, and other key processes and get the maximum value, using BI & Analytics.

### INDUSTRY

Information Technology & Services

### COMPANY SIZE

Worldwide **26** employe

### LOCATION

Stockholm, Sweden

### WEBSITE

[www.centersource.io](http://www.centersource.io)

### SOLUTION

- MarineTraffic APIs Solutions
- Tracking of individual vessels
- Calculating ETA to port
- Port calls
- SAT Global, Undelayed

# The Challenge

Automation and visibility are critical for Centersource. The company wanted to enable its worldwide customers, who ship approximately 44,000 containers annually, to easily keep an overview of the activity of their vessels and reduce the risk of missing out on critical updates.

What the company needed was a way to simplify complex and non-linear processes while also being able to access accurate information on the movements and positioning of the vessels.



*From early on in my career, I knew visibility was going to be very important,*

*Amir Rashad, CEO and Founder of Centersource*

## Challenges

- Seamlessly track all the vessels of their global fleet
- Have an independent provider to get reliable information from without spending time in checking with forwarders and carriers
- Limit distractions in the logistics planning process, focus on tasks that add value and improve efficiency
- Provide end-to-end visibility to their customers

# The Solution



*At Centersource, we believe that first logical steps towards our vision of a true end-to-end Supply Chain Management solution starts with **real-time visibility**, where **MarineTraffic** plays a crucial role.*

*This has resulted in a digital toolset that has exceeded both our own expectations and our customers.*

*Amir Rashad, CEO and Founder of Centersource*

MarineTraffic **data** enables Centersource to access **the most accurate and real-time tracking information** for all the vessels transporting their cargoes throughout the sea leg. Using MarineTraffic, they are able to get **an updated overview of the position of their fleet**; from **port calls**, vessel and voyage information, to **Calculated ETA** information and satellite positions.

By incorporating vessel location data available through MarineTraffic **API services** into their business infrastructure, Centersource covers the end-to-end supply chain, providing a complete picture to their customers and increasing the value of the service they can offer.

*“ The platform we have built facilitates over 80 smart tools for booking and tendering of freight and goods, electronic documents, analysis and tracking of process responsibilities to mention just a few.*

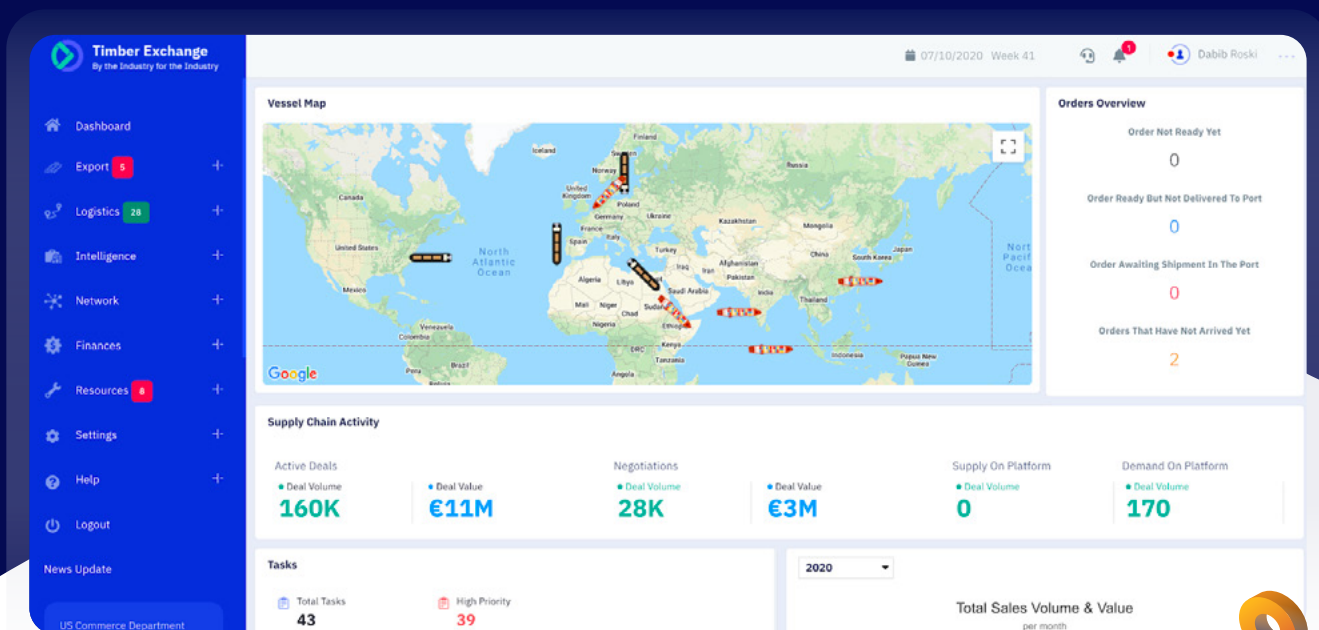
*All these tools are available in one place for all trading partners with smart information flows to mitigate misunderstandings and allow everyone to be more productive ”*

Another key challenge Centersource managed to address with MarineTraffic, was being able to manage all logistics procedures from a single place. They realised early on that they were spending many hours in manual and non-adding value tasks. Tracking the ocean freight, calculating prices for different products, sharing information with teams, dealing with demanding schedules, and analysing performance equal a lot of hours spent, both for themselves and also for their customers. Through their platform, fueled with MarineTraffic data, they can now access critical information from **a single dashboard view**.

# The Results

Using MarineTraffic, Centersource is now maximising the value of its offerings. **Increasing the visibility into the movements** of their customer's cargo has enabled Centersource to **improve the efficiency** of their operations, automating key stages of the logistics planning process. Having all the critical information **in a single place, it is now much easier to keep track of the status of each vessel wherever they sail.**

The ability to integrate MarineTraffic data directly into their own application brings Centersource closer to their mission of automating the timber industry and the supply chain in general.



The home **dashboard** of the **Timber Exchange** platform with the **MarineTraffic data integration**, showing overview information regarding all active deals and more.



They have also increased flexibility in an ever-changing environment and significantly improved productivity by reducing time spent in non-adding value processes.

Centersource calculated that customers waste about 2h 50 min per day on inefficient processes. The efficiency gains that their platform provides results in these same customers saving around 56 hours per month, leaving them free to focus on more serious and urgent matters.

“ *Before building the system with **MarineTraffic**, we estimated that we were losing around 14 hours per week - around a week's time per month to non-value-adding tasks.* ”

## Results

- End to end visibility on global shipments
- Quick fleet monitoring from a single dashboard view
- Increased flexibility, control & efficiency
- Simplifying complex business processes
- New business opportunities by combining two platforms
- Better customer satisfaction rates and higher reliability

## Features Leveraged

- Scalable vessel position API service
- Predicted ETA information
- Tracking of individual vessels
- Detailed port calls

## Unlocking new business opportunities with MarineTraffic

At MarineTraffic, we work with each of our customers to help them develop the solutions that best meet their unique needs and goals. Through our advanced, scalable API Data services, we provide companies with the flexibility and support they need to unlock new business opportunities.

While working closely with MarineTraffic, Centersource realised there was room to further enhance the tracking capabilities of their offerings and build a new **tool**.

“*Having all product data and documents in one place is the ideal, and a target we are working towards at Centersource.*”

*We are currently developing a new tool together with MarineTraffic, which would automate CO<sub>2</sub> tracking on the platform.*”

*The tool will be able to generate monthly this would be a factor in their decision making or quarterly reports with summarised CO<sub>2</sub> footprint on all joint freights.*

*The footprint that could later be neutralised by acquiring emission rights or CO<sub>2</sub> removal rights.*

# Take the next step

From seamless tracking and accurate ETA's to instant alerts and single-view dashboards, MarineTraffic information helps you work smarter and more efficiently.

**Track the global shipping fleet with MarineTraffic**

**I want to learn more**



**MarineTraffic**

Global Ship Tracking Intelligence

Join the **97.500+ companies** that are improving operations using MarineTraffic. If you would like to see the MarineTraffic platform in action, a product tour focused on your specific needs, [book a free demo](#) with our sales team.

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