

# CARGO TECH

## Tech execs forecast recovery by 2013

Executives at 102 technology firms have revised their collective thinking on when their industry will see economic recovery from 2012 to 2013, according to a survey conducted by the consulting firm KPMG LLP.

“Companies are less optimistic this year than they were a year ago,” Gary Matuszak, global chairman and U.S. leader for KPMG’s technology, communications and entertainment practice, said in a Bloomberg report.

Hiring in the tech sector, according to KPMG’s 2011 survey, is not as optimistic

as last year’s, with 49 percent of the polled executives saying their workforce would increase next year compared to 72 percent predicting new hires in last year’s survey.

Forty-two percent of the tech firm executives surveyed said their respective workforces would return to pre-recession levels over the next 18 months, and 21 percent said their workforce would never return to those levels.

The survey also revealed that fifty-two percent of the polled technology companies believe the U.S. market would lead their growth over the next year, followed by China, Brazil and India. The U.S. was behind China and Brazil in last year’s survey.

Cloud computing is going to be a significant player in the U.S. tech sector, according to the

survey, with 65 percent of executives polled saying they believe it would represent the biggest share of their revenue growth.

For the full Bloomberg story: [www.bloomberg.com](http://www.bloomberg.com)

## Wal-Mart leads corporate greening movement

Wal-Mart, once thought of as the big bad guy on the block, says it has reduced the carbon footprint of its stores by 10 percent, and its trucking fleet by much more than that since 2005, saving hundreds of millions of dollars in the process and driving an industry-wide corporate sustainability movement.

The Bentonville-based retail giant says it has also shown its suppliers in the U.S. and China how to lower their carbon emissions and energy bills by 20 to 60 percent, according to Edward Humes, author of “Force of Nature: The Unlikely Story of Wal-Mart’s Green Revolution,” in a story in the L.A. Times.

Humes says in the article: “The golden age of environmentalism is long over. The days when 20 million Americans showed up for Earth Day and pressured Congress into creating landmark bipartisan legislation to protect air, water and endangered species are unlikely to return any time soon. Back then the enemy of the environment was big business. Today, businesses provide one of the few encouraging trends on the environment, a way to turn the tables and show that opponents to investing in green

are the ones hurting America.”

Wal-Mart, and others following the retailer’s example, is, according to Humes, finding out that sustainable initiatives are not just good public relations, but can make financial sense as well.

Other industry-leading green initiatives by Wal-Mart include the effort to reduce all of its product package sizes by 5 percent that, while saving more trees, is projected to save the company an estimated \$3.4 billion.

Wal-Mart in turn is making these types of demands on its suppliers, such as the example Humes gives of detergent bottles that retailer sells, needing to be smaller, reportedly saving 400 million gallons of water, 95 million pounds of plastic, 125 million pounds of cardboard and half-a-million gallons of diesel fuel from reduced transport, over a three-year period.

Wal-Mart also has the goal of zero-waste going to landfills, and the company says it has already slashed its waste in California by 81 percent in a pilot program.

Big manufacturers that supply Wal-Mart, such as Unilever, General Mills, along with industry sectors like apparel and electronics companies, have partnered with the world’s largest retailer in green initiatives in addition to launching their own.

For the full L.A. Times story: [www.latimes.com](http://www.latimes.com)

## Alibaba to launch logistics portal

China’s online global trade portal, Alibaba.com, announced it is developing a logistics platform in partnership with China Post as part of the firm’s \$1.5 billion investment into setting up its own logistics network.

Alibaba says its logistics portal will reportedly be aimed at small-to-



# H TRENDS

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medium-sized firms already engaged in the Hangzhou-based company's other related web-based trading platforms.

The new service will reportedly provide logistics support to shippers and retailers, including distribution and warehousing opportunities near ports.

The tech firm said it also plans to offer an international delivery service for its alibaba.com customers.

Alibaba accounts for 63.5 percent of China's mainland online market according to Hong Kong-based Global Sources.

For more on the Alibaba logistics story: [english.peopledaily.com.cn](http://english.peopledaily.com.cn)

## **eModal implements chassis management solution at Maher Terminals**

Cargo tech firm eModal announced the implementation of its Chassis Control solution at Maher Terminals in Elizabeth, New Jersey and at two off-dock chassis depots in the area.

The Chassis Control offers terminal operators and chassis providers enhanced control and management of chassis access at operational facilities, according to eModal in a press release.

The company said its Chassis Control "provides an integration layer between chassis providers and terminal operators, ensuring that when the motor carrier is responsible for chassis provision that they are authorized to use the chassis by the chassis provider."

"As steamship lines move away from supplying chassis in the U.S chassis providers, such as TRAC Intermodal, Flexi-Van and DCLI, are taking on the vital and complex role of furnishing intermodal chassis to motor carriers for the haulage of containers," said Pearce Cobarr, head of product management for eModal. "

## **Cargill signs agreement for world's first kite-powered vessel**



Global food giant Cargill announced it has signed an agreement with Greek ship owner/manager Anbros Maritime S.A. (Anbros) to install the world's largest kite on its Aghia Marina dry bulk cargo vessel.

The 170-meter-long Aghia Marina, built in 1994, typically hauls agricultural and industrial raw materials cargoes, Cargill said.

The 28,500-ton vessel would be the largest vessel to have ever used wind power technology, according to Cargill.

The technology itself was created by Hamburg-based SkySails GmbH (SkySails).

Last February, Cargill first announced it had signed a supply agreement with SkySails that aims to utilize the wind power technology to reduce greenhouse gas emissions in the shipping industry.

The SkySails patented technology deploys the kite ahead of the vessel and is connected to the ship by rope and flies in a figure-eight pattern at a height of between 100 and 420 meters, generating enough propulsion to reduce consumption of bunker fuel by up to 35 percent in ideal sailing conditions, according to Cargill and SkySails.

The SkySails towing kite will be connected to the ship by rope and will fly in a figure-of-eight formation at a height of between 100 to 420 meters. It is computer-controlled by an automatic pod to maximize wind benefits.

"We are delighted to partner with Anbros and announce the Aghia Marina as the largest vessel to use the SkySails technology to date", said Roger Janson, head of Cargill's ocean transportation business.

"As Cargill is one of the world's largest charterers of dry bulk freight, we take our environmental stewardship commitments very seriously and actively seek opportunities to help raise industry standards in a number of areas. We've had an excellent relationship with Anbros for many years and are delighted that they see the potential of this technology from both an environmental and fuel saving perspective," Janson said.

Under the terms of the agreement, the 320m<sup>2</sup> kite will be installed on the Aghia Marina in the first quarter of 2012, and the system is scheduled to be fully operational soon thereafter, Cargill said.

## **Descartes acquires telematics firm**

Descartes Systems Group announced it has acquired Telargo Inc., a provider of telematics solutions for approximately \$9.6 million in cash and some transaction expenses.

Telargo is a software-as-a-service provider of MRM telematics solutions that reportedly enables users to monitor and manage mobile assets such

as vehicles, workforce, equipment, and cargo, along with helping fleet owners comply with various domestic transportation regulations, Descartes said in a statement.

Telargo's tracking data can reportedly be used for real-time information management, estimated time of arrival notifications for delivery recipients, and operational analysis.

"Descartes is a leader in MRM solutions with a long history of providing delivery route planning and mobile solutions for vehicles," said Ed Ryan, chief commercial officer at Descartes. "By adding Telargo's telematics solutions to the Descartes Routing, Mobile and Telematics suite, we can now offer customers a pre-integrated, end-to-end MRM solution that combines hardware and software and is delivered over the Descartes Global Logistics Network," he said.

### **Demag launches two intelligent solutions for Gottwald Cranes**

Demag Cranes announced the release of two intelligent features for its Gottwald Mobile Harbor Cranes group.

The two new applications are the Vertical Lift Assistant for single cargo lifts and Tandem Lift Assistant for two cranes, where accuracy and safety are increased for heavy and oversized cargoes, the company said in a statement.

The Tandem Lift Assistant also reportedly enables terminal operators to synchronize lifts with two Gottwald mobile Harbor cranes with the full capacity of both cranes.

The Vertical Lift Assistant, according to Demag, ensures loads won't sway when lifting off the ground, even if the crane driver does not have a clear view by utilizing rope inclination sensors.

### **Steve Jobs "demoting" PC and MAC to simple devices with iCloud**

In June, Apple CEO Steve Jobs made the big announcement over the impending launch of the Cupertino, Calif.-based company's much ballyhooed

iCloud service where you can store your content...in the cloud.

"We're going to demote the PC and the Mac to just be a device," Jobs said.

The Apple iCloud for OS X and iOS is coming this fall, and will be able to support up to ten devices along with 5GB of storage for free. For iTunes storage, there is a fee of \$24.99 per year and is available now.

CNET's James Uquhart writes: "What seems to have occurred to Apple is that one of the primary reasons desktops and laptops have remained difficult to maintain is that they are the center of the computing universe for the consumer. Everything has had to be stored and executed there. So any required software must be installed by the consumer, and any required data must be acquired or generated by the consumer."

Uquhart goes on to say: "As we all know by now, the cloud combined with the mobile application model is a powerful disruptor. Want an app on your phone? Click "Buy It." Want access to data on multiple devices? Use online services to create, store, and analyze that data. What Apple did was integrate the most common content-related functions directly into the phone, with no need to find, evaluate, or maintain the cloud services behind them beyond the initial configuration. It's just easy — remote control easy."

Uquhart also points out a few of the potential downsides to iCloud, which could be extrapolated to cloud computing in general, including Apple having too much control over content as well as access to yours.

However, he sums up with: "iCloud also gives us another reason to wonder whether any company can out-innovate Apple in the consumer computing arena... or the consumer cloud."

For the full CNET story: [news.cnet.com](http://news.cnet.com)

### **Damco releases app for smart phone**

Damco, an independent third party logistics unit of the A.P. Moller-Maersk Group, announced it has released an app that is usable on all of the major mobile platforms that the company says

is aimed at providing information for customers, such as tracking shipments.

The Damco app is available for iPhone/iPad, Android and Blackberry mobile devices, the company said in a statement.

Initially, Damco says the app will offer tracking for ocean freight and will be expanded to include tracking for airfreight and connect to other applications for its customers, such as the myDamco portal on its website, where freight booking, reporting, and document-handling is performed.

"The proliferation of mobile devices is making it economical and scalable to reach customers with apps. During recent years tremendous advances have been made, not only in the capabilities of the devices, but also in their ease of use," said Mark Scotland, chief information officer for Damco.

### **Zebra joins Navis Star Technology Alliance**

Zebra Technologies, the former parent company to terminal operations software firm, Navis, has joined its former company's Star Technology Alliance.

Navis is now part of Finland's Cargotec Corporation and the company said in a statement that the alliance with Zebra "allows Navis to develop fully integrated solutions utilizing Zebra's WhereNet hardware, Wheretags, Whereport, and middleware for use in marine ports and terminals."

Zebra Technologies, which divested from Navis earlier this year, is known for its bar code, kiosk, card and RFID printers as well as real-time location solutions.

Navis said it and Zebra are already providing WhereNet radio frequency identification (RFID) tags for use in the Los Angeles Long Beach Clean Truck Program, where more than 15,000 trucks are tagged in order to gain access to the ports and terminals and ensure environmental compliance.

"Strategic channel relationships are an essential component to Zebra's business and we are excited to establish a formal partnership with Navis," said Mike Terzich, senior vice president, global

sales and marketing.

### **Toyota to install wind turbines at vehicle logistics center**

Toyota Motor Corporation announced that holding company in Europe would install two wind turbines at its vehicle logistics center in Belgium, in a joint effort with Dutch energy group Eneco.

The two wind turbines are expected to be operational by 2013, generating approximately 3 MW with annual capacity of about 17.1 GWh.

Toyota said in a statement that its windmill project is part of a series of environmental activities that includes the “greening” of approximately 3,000 Toyota dealerships in Europe, in addition to the installation of what it termed “large scale” solar panels at Toyota Parts Center Europe in 2010.

### **EPA brings SmartWay program to drayage sector**



The U.S. Environmental Protection Agency along with the Coalition for Responsible Transportation

and the National Environmental Defense Fund, announced the voluntary SmartWay brand is coming to the port drayage sector, where trucking companies can be identified as being part of a program aimed at lowering fuel consumption and improving air quality.

“U.S. ports generate jobs and are critical to our nation’s economy,” said Gina McCarthy, assistant administrator for EPA’s Office of Air and Radiation in a statement.

“EPA’s SmartWay dray truck initiative will help ports contribute to their local economies — while protecting the air quality, environment and public health of nearby communities,” McCarthy said.

The EPA’s SmartWay program has been instituted in other components of the supply chain and is now turning its attention to the short-haul port trucking business, and already includes some major charter shipper members such as Best Buy, The Home Depot, Hewlett Packard, JC Penney, Lowe’s, Nike, Target and Wal-Mart.

Under the SmartWay dray truck initiative, carriers would sign an agreement with EPA to track and reduce PM 2.5 emissions by 50 percent and nitrogen oxides (NOx) emissions by 25 percent below the industry average over a three year period.

In addition, SmartWay dray shipper partners would commit to use the cleaner trucks to haul 75 percent or more of port freight.

### **Wal-Mart to establish e-commerce hub in Shanghai**

Wal-Mart Stores Inc. has reportedly signed an agreement with the government in Shanghai to develop its e-commerce headquarters for all of China in the city that is home to the world’s busiest container port.

The announcement comes on the heels of Wal-Mart’s plan

to acquire a minority share in the major Chinese online retailer, Yihaodian.

“The scale of online sales in China is expanding rapidly and is projected to match U.S. online sales in the next few years,” said Wan Ling Martello, Wal-Mart’s executive vice president of global e-commerce in a statement.

Wal-Mart is reportedly getting more aggressive in a country where it is still a relatively small player.

Wal-Mart’s China sales volume totaled \$7.5 billion in 2010, only 2 percent of its \$420 billion worldwide revenue.

The retailer currently operates more than 330 stores in China with 5 percent market share of megastore sales in 2010, while regional chains and smaller domestic stores made up 73 percent, according to consulting firm Monitor Group in a MarketWatch report.

For the full MarketWatch story: [www.marketwatch.com](http://www.marketwatch.com)

### **Port of Seattle commemorates 800th vessel call using low-sulfur fuel**

The Port of Seattle announced it commemorated the recent vessel call of the APL *Spain*, the 800th ship to use low sulfur fuel while in port.

Launched in 2009, the port’s At-Berth Clean (ABC) fuels program encourages the use of cleaner fuel when ships are docked.

The port claims 500 metric tons of sulfur dioxide have been saved since the program’s inception.

“The ABC Fuels program shows that we can protect the environment and grow the economy,” said Port Commissioner Rob Holland in statement.

“We are very pleased that our vessel is the port’s 800th At-Berth Clean Fuels vessel,” said Gene Seroka, president of APL Americas.

The Port of Seattle says it provides a \$2,250 incentive to shipping lines to use the lower sulfur fuel that contains <0.5 percent sulfur.

The port says its goal is to reduce dioxide emissions by 80 percent and diesel particulate matter by more than 60 percent.

There are over 116 vessels from a variety of companies participating in the program, the port said.

### **Tideworks system implemented at CSX intermodal terminal in Ohio**

Tideworks Technology announced CSX Intermodal Terminals has implemented the Seattle-based tech firm’s terminal operating system at its new Northwest Ohio intermodal terminal.

The company said in a statement that its software solutions are being utilized to manage container and railcar inventory, container stacking, truck coordination, and container movements.

The Northwest Ohio facility is said to feature cutting-edge technologies such as fuel-efficient electric cranes, optical scanners to reduce truck idle times, and automated car-tracking systems.