Discover the future of Canada’s rapidly evolving logistics industry.

McKeil Marine is the reliable tug and barge company that specializes in customized cargo shipping in the Great Lakes, St. Lawrence Seaway, and the Arctic. With over 55 years of providing innovative marine solutions, you can trust McKeil Marine to move any cargo to your destination.
The logistics legacy

“Leaders win through logistics. Vision, value, strategy. Yes, but when you look up to war, you need to have two toilet paper and bullets at the right place at the right time. In other words, you must win through superior logistics. Go back to the Gulf War. After that war ended, the media stories focused on the strategy that was devised by Colin Powell and executed by Norman Schwarzkopf. For my money, the guy who won the Gulf War was Gus Pagonis, the genius who managed all of the logistics.” — Tom Peters on Leadership

These words about leadership are the legacy of the logistics industry. Having won the war, logistics has always taken a backseat to the visions and strategies that have created armies and sustained their will. For every great battle fought throughout history, it’s the names of those that falter in history books. Who remembers the names of the logistics? How these men and women are the unsung heroes of the great battle fought throughout history.

Behind the scenes So the legacy continues on into the world of business. Behind every successful businessman, there’s a Gus Pagonis. Whether it’s an in-house logistics manager or an outsourced logistics company, there is someone quietly working behind the scenes, translating corporate strategy and vision into products, services and customer satisfaction. And yet, true to the legacy, the logistics is perhaps the most unrecognized for making it all happen.

The unsung hero Experts on leadership maintain that logistics are the unsung heroes of the global economy. Even with the recognition that it carries as much weight, experts on leadership believe that the logistics are the one that really matter.

Quality of supply chain was way below the standards. Since the 2008 global financial crisis, companies, especially retailers and suppliers to retailers, scrambled to strengthen their global and domestic supply chains in order to be competitive.

Supply chain management is very complex. It has become more strategic (as opposed to tactical) and technology is now playing a leading role in providing information across the board. This continuous collaboration among stakeholders within the supply chain, and broader business, improves quality and reduces waste.

Experts on leadership maintain that supply chain management and logistics is a major issue facing the global economy. It is now playing a leading role in keeping businesses competitive. But what about the logistics? How do they contribute to the success of their clients? What drives the success of logistics? The logistics is the unsung hero.

“Unsung hero” is a status that is well-deserved. It is a status that is well-deserved because it is the logistics that builds life into business systems, keeping everything from raw materials to electronics, and food to fuel, moving along the supply chain to final destination.

Legacy of the unnoticed phenomenon: the fact that they sign successful plans, save the headaches, save the dollars, save the employment, and even the saw the end of the war, these heroes go unsung.

Jay Goldman
editorial@mediaplanet.com

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editorial@mediaplanet.com

Challenges of supply chain change

The logistics legacy

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the backbone of border trade.

Transport and road freight are arguably the two large segments of supply chain solutions.

The optimization in software solutions is yielding benefits through better management of supply chain risks (e.g., supply risk due to supplier bankruptcy). It is also seeing the better collaboration of business processes and partners and improving ahead of competition by adopting social media tools (not just 'tweet' but aggressively pursue social collaboration), analytics, and mobile software solutions. The changing demography of customers (mass digital) and demand for more real-time information on freight and inventory is driving a lot on technology innovation and adoption.

The government's EcoFreight program suggests boat tails as a possible solution. Boat tails are also finding creative ways to revitalize the industry's future. It's part of a huge industry that has a 45 percent of trade between Canada and the U.S. in 2011.

Transportation providers focus on reducing operating costs and maximizing their fuel efficiencies and minimizing their environmental footprint. These organizations have typically reported dramatic reduction in investment in helping to control the industry's emissions (including Overall Equipment Effectiveness and increased operator efficiency leading to reduced product obsolescence: Today's sophisticated software solutions leverage their enterprise platforms so that it becomes the solution rather than the problem.

The future of green trucking

Finding solutions to the problems of meeting the supply and demand that keeps the Canadian economy chugging along both industry continues to face changes and challenges that will be part of its evolution moving forward.

According to Transport Canada, 140 billion dollars of exports and $62 billion of imports were transported by road between Canada and the U.S. in 2011. This accounts for 45 percent of imports and 75 percent of exports.

New drivers

Despite the number of drivers currently in the industry, there is a general public concern over how big of a risk to the environment and the general public about how big of a part of the industry’s future.

Developing the next generation of supply chain managers will be key to ensuring that the industry remains competitive and thrives in today’s new competitive environment. The program suggests boat tails as a possible solution. Boat tails are also finding creative ways to revitalize the industry’s future. It’s part of a huge industry that has a 45 percent of trade between Canada and the U.S. in 2011.

Panellists have expressed concern over a driver shortage due to aging workforce. Though drivers are considered “professional” within the industry, the federal government hasn’t designated trucking as a trade that may attract new potential career opportunities.

The government’s Freight Forward program is part of the International Harmonization Initiative for the Trucking Industry, and has allocated up to $6 million over four years to Transport Canada to encourage regionalization in freight transportation.

Question #1

How can companies benefit from optimizing software solutions for supply chain and logistics operations?

By implementing technology solutions that will enable companies to manage these changes, companies are able to gain efficiencies and better manage resources. The best supply chain management solutions will ensure that the right people, product, or data are where you need them, when you need them. A fully leveraged supply chain solution will be critical for businesses to remain competitive, agile, and thrive in today's new world of business.

Alan Dukas, VP Product Management, Logistics Flow Control Descartes Systems Group

Question #2

Why should companies invest in effective early adopters of these products?

Companies do not need to invest large amounts of capital into supply chain solutions. There are vendors who provide Software as a service (SaaS)-based solutions that reduce the up-front costs associated with IT infrastructure and on-site. They are also designed to be adapted to their environment, typically, when differentiating based on customer service is a paramount important. Finding at the retail home delivery experience is a good example; simplifying and streamlining the entire through-home process can make your company truly stand out.

Sanjeev Rana, Senior Manager Retail, Consumer Packaged Goods Logistics, Protolabs, Intely Limited

Question #3

What can the optimization of software solutions do to a company’s bottom lines?

For logistics-intensive businesses, a well-tuned supply chain is a critical aspect and can significantly influence operating performance, optimization of the flow of goods, including the people, processes, logistics, assets and data that keep it in motion, in particular to the agility, reliability and sustainability of any best in class business operation. Supply chain management solutions can provide the visibility, control, and control necessary to reduce. The result can include being able to do more with less, adding capacity without adding expense, competing based on different differentiated service strategies and much more.

T.E.N.

Sponsorship opportunities are available for this program. Please contact T.E.N. at sponsor@comptia.org for more information.

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Port of Thunder Bay
Located at the head of the Lake Superior System, the Port of Thunder Bay is Canada’s Gateway to the West. Keelway Terminal, home to new Lakerisk DGC, is available year-round. Thunder Bay handles over 9 million metric tons of inbound commerce annually. Thunder Bay handles a variety of cargoes, including dry bulk, liquids, forest products, and iron ore. Thunder Bay is Canada’s largest inland port and is the country’s single largest transhipment hub. Thunder Bay is the closest North American port to Asia by up to three days more than any other major North American port. Thunder Bay is uniquely positioned on the shortest shipping route between the world’s most dynamic economies — an ideal location for year-round access to the St Lawrence, North America, Europe and Asia, as well as unlimited opportunity to ship bulk, and break-bulk, containers, feeder ships and cruise passengers. Thunder Bay is a proactive partner looking at ways to meet its particular needs.

Port Alberni Port Authority
Located at the head of the Alberni Inlet, the Port of Alberni is the gateway for the province of British Columbia. The Port of Alberni connects vessels to over 150 countries worldwide and offers direct containerized shipping from South China, Southeast Asia, the Indian sub-continent, North America, Europe, and the Caribbean. The Port of Alberni Authority is located at the heart of the St. Lawrence River, the Port of Trois-Rivières and its partners design logistic solutions that provide shippers with highly efficient supply chain in order to meet their particular needs.

Port of Halifax
The Port of Halifax is strategically located as North America’s first inland port gateway for both domestic and international trade. Halifax, the capital of Nova Scotia, is located on the Atlantic coast with excellent access to the entire continent and many overseas markets. Halifax is one of North America’s largest marine transport facilities, a major transshipment hub, and break-bulk containerized cargo as well as dry bulk, forest products, and iron ore. The Port of Halifax connects ships to over 150 countries worldwide and offers direct containerized shipping from South China, Southeast Asia, the Indian sub-continent, North America, Europe, and the Caribbean.

Prince Rupert Port Authority
With the distinct advantage of being the closest North American port to Asia by up to three days, the Port of Prince Rupert is uniquely positioned on the shortest shipping route in the world between the ports of most dynamic economies — an ideal location for port service to the country’s major supply chains. The Port of Prince Rupert is growing Canada’s trade link with Asia and offers flexible services, competitive solutions, and excellent rates.

Port of Belliveau
Offering some of the shortest shipping routes between large European and North American Markets, the Port of Belliveau opens up a sea of unlimited opportunity to ship companies as well as importers and exporters. The year-round marine transport facility is a mod- ern, deep water port of access to key north-eastern markets and global markets. The Port has proven itself capable of handling any and all goods, offering flexible services, creative solutions, and competitive rates.

Port of Sept-Iles
Offering some of the shortest shipping routes between large European and North American Markets, the Port of Sept-Iles is Canada’s second largest in terms of annual volume handled, with close to 26 million metric tons processed annually. Located between North America, Europe, and Asia, it serves as a key gateway to China, Japan, and the Pacific rim, offering the origin’s highest ratings among the most important Canadian ports. Nearly 80 percent of its merchandise is destined for international markets, Asia and the United States. A ferries service between Sept-Iles and Matane offers access to the North American rail network.

Port of Trois-Rivières
Located at the heart of the St. Lawrence River, the Port of Trois-Rivières offers access to marine transportation as well as rail and highway networks connecting North America to the rest of the world. The Port of Trois-Rivières is proactive partner looking at ways to improve shippers’ logistics and competitiveness. By bringing together all modes of transport, the Port of Trois-Rivières and its partners design logistic solutions that provide shippers with highly efficient supply chain in order to meet their particular needs.

Canadian ports: Key supply chain facilitators

Pause for a moment and consider what you see around you has enabled you to have this moment. Canada’s ports serve as key nodes in both domestic and international supply chains. They extend the country’s reach globally and are at the heart of communities between marine and land-based transport modes, serving as the link between the country’s major land-based corridors—rail and road—and the port communities throughout the country’s major supply chains. Canada’s ports serve as key nodes in both domestic and international supply chains. They extend the country’s reach globally and are at the heart of communities between marine and land-based transport modes, serving as the link between the country’s major land-based corridors—rail and road—and the port communities throughout the country’s major supply chains.
Canada’s Ports: Discover the opportunities

There are a vast amount of locations reachable by some of Canada’s largest ports. This map displays some of the highlighted trade routes available through many ports.
Performing a logistical network analysis

A logistical network analysis is fundamentally aimed at determining the number of production sites, warehouses, and depots. It is also used to develop scenarios for assigning not only a capacity to each of these sites, but also an optimal geographic location in view of specific network constraints.

From both a local and a global perspective, logistical network analysis is aimed at determining supply sources, production volumes, and inventory levels for each site being studied. As this pertains to transportation, logistical network analysis is used to weigh the merits of various transportation modes. It is also used to develop a transportation plan with a view to determining the most suitable modes for each segment of the network.

Logistical network analysis: Objectives

Logistical network analysis is designed to reduce costs, increase client service levels, and maximize profits. To achieve these goals, strategic decision-making must be balanced between procurement, production, inventory management, and transportation.

Logistical network analysis: Objectives

1. Collect data
   - It is very important that data be collected concerning the current network (site location, node type), products (nomenclature, weight and volume), constraints (client demand, production capacity, delivery lead times, service levels, etc.), network costs (facilities, storage, production, transportation, etc.), and the transportation modes utilized.

2. Determine distribution strategy
   - The distribution strategy is used to determine the service level sought by the organization in response to demand in various markets. This strategy also stands at the forefront of considerations concerning the desired network transportation structure.

3. Determine scenarios
   - Determining scenarios forms the central pillar of strategic analysis. By varying site locations, network structures, client demand levels, and service levels, an array of scenarios can be developed to model a large number of situations with a reasonable likelihood of occurring. For example, you can determine the impacts of soaring client demand on network costs, significantly increasing service levels in certain regions or delocalizing your production activities.

4. Evaluate scenarios and select one
   - Once various scenarios have been established, they should be evaluated. To this end, you should develop an evaluation scale, including parameters to be considered and appropriate weighting factors. Once the criteria have been established and the scenarios have been evaluated, you can decide which scenario is most suitable—this will be the future logistical network.

5. Implement scenario
   - Implementing the scenario requires meticulous planning, not only in structural terms, but also in terms of change management and training, two intangibles that remain a key component of project success.

6. Evaluate performance
   - After the scenario has been implemented, performance evaluation is used to provide the feedback required for project analysis. Evaluating financial factors (effective cost of the new network or customer service factors (delivery lead times, inventory outs, etc.) facilitates competitive benchmarking and ensures continuous improvements in our logistical network.

The source of a competitive advantage

From a perspective of globalized supply chain management, logistical network analysis—thanks to the role it plays in reducing costs and improving client service—is likely to be a major source of competitive advantages.
Discover what a professional designation can do for you.

Earning a professional designation is a powerful engine of professional development, and education to take a role with a company specifically focused on logistics. By the time he earned his degree, Sarafinchan didn’t realize that his desire to become a banker would instead lead to a career as a professionally-certified executive specializing in logistics.

Upon graduating in 1982 with a Bachelor of Commerce degree from the University of Alberta, Sarafinchan leveraged his factory job experience and education to take a role with a company specifically focused on logistics. He says, “When I first started in supply chain, I knew the caliber of individuals and the training, development, as much experience you needed to get a job.”

The CITT program is made up of five to 10 specialized logistics and business management courses that can be completed in 18-24 months. Sarafinchan adds that both undergraduate and graduate students are welcome to apply to take the courses. In addition to his specialized logistics and business management courses, Sarafinchan earned a Master of Commerce designation in 2008.

In conclusion, the transportation industry is closely linked to the supply chain sector. Many innovations are currently changing the way business is conducted in the transportation industry, and in order to adapt to that change, you need the right people. Says Sarafinchan, “When you hire a designation, there are so many more opportunities to interact and build a strong network with other talent.”

In the current market competition, and an opportunity to meet these environmental standards.

In the current market competition, and an opportunity to meet these environmental standards.
Barges used for marine transportation can carry an enormous amount of cargo. A single barge can carry as much cargo as 400 trucks and even 11 rail cars, a fact that many believe, misrepresentations to be, is the most inefficient way of shipping compared to other popular methods such as rail or trucks. With the same amount of cargo, a single litre of fuel, a cargo ship can travel over 300 kilometers, while rail travels just over 180 and a truck 75.

Marine shipping not only provides the most economical means of transportation, it also has a huge impact on the Canadian/U.S. economy. In the Great Lakes alone, the marine shipping industry produces $35 billion in business revenues, creating roughly 227,000 jobs in the Great Lakes Seaway.