

# Jade makes further European shipping inroads

BY RANDAL JACKSON

Jade Software has made its second major foray into the European shipping business.

Following an earlier sale to the Port of Gdansk in Poland, Jade has signed the Italian Messina Line for its Jade Master Terminal (JMT) operating system. Messina will use JMT to fully manage all container, break bulk and other cargo movements at its Ronco terminal in Genoa.

The system will interface with a mainframe-based ship booking system, to provide terminal management and automated graphical ship stowage planning for the Messina fleet of 16 roll-on/roll-off vessels. They mainly operate from Italy, around Africa and back through the Red Sea to the Mediterranean.

"Messina became aware of us through our marketing, backed up by the web," says Jade head of marketing Gavin Mitchell. "They didn't go to formal tender, but evaluated us



against four or five other vendors.

"They visited Gdansk in particular and contacted the New Zealand ports that use JMT."

The software system is used by four New Zealand port operators, Rio Tinto in Australia, along with Port Everett in Washington State, which exports Boeing aircraft parts,

and logs.

Mitchell says Jade is in negotiations with operators in Europe and the Americas. "We expect to conclude one of those soon."

The Messina contact is a multi-million-dollar deal over several years, he says.

Jade Master Terminal now represents around 15% of revenue from Jade Software's logistics operations.

"The key to the technology is that it allows us to solve complexities in logistics more easily," Mitchell says. "The object-oriented database allows us to model and manage



more effectively than a relational database would."

Maintenance for Messina is being handled out of Christchurch, with upgrades provided over the web.