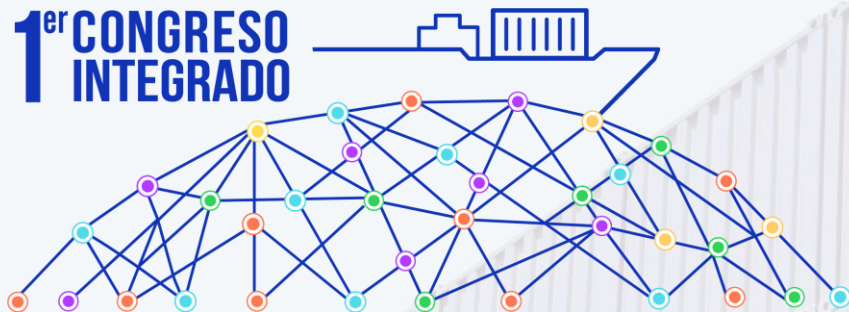


**1^{er} CONGRESO
INTEGRADO**



ZONAS FRANCAS Y PUERTOS

**PLATAFORMAS LOGÍSTICAS Y
LA 4^a REVOLUCIÓN INDUSTRIAL**



**MÁS
PAIS**



Transformación Digital

Los 5 Pilares que aseguran el Éxito

Pablo Marrone, Arquitecto de Soluciones
pmarrone@cisco.com, pablosergiotw

Cartagena, Mayo 2018

The Problem

The HPA was trying to use 4 separate network systems for its logistical operations:



Radar



Rail



Telephony



IT Systems

These non-consolidated infrastructures created communications problems between HPA's 1,800 employees and hindered overall efficiency.

The Solution



HPA unified the four separate infrastructures over one network to simplify operations and reduce costs.



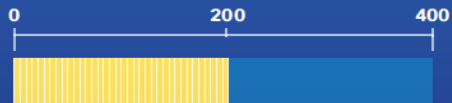
IT-supported traffic management, collaboration, and video teleconferencing all run on one system to speed decision making



Mobile working through embedded WLAN technology to enhance communications in the field.

The Results

Number of network management components were cut in half



HPA runs its unified structure on 48 servers instead of 242



Operational costs will be reduced 70% over the next 7 years



The port is on track to more than **DOUBLE** its capacity by 2025

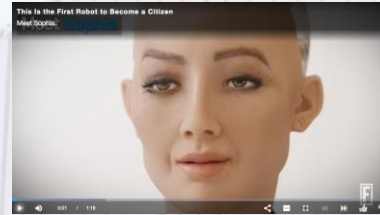
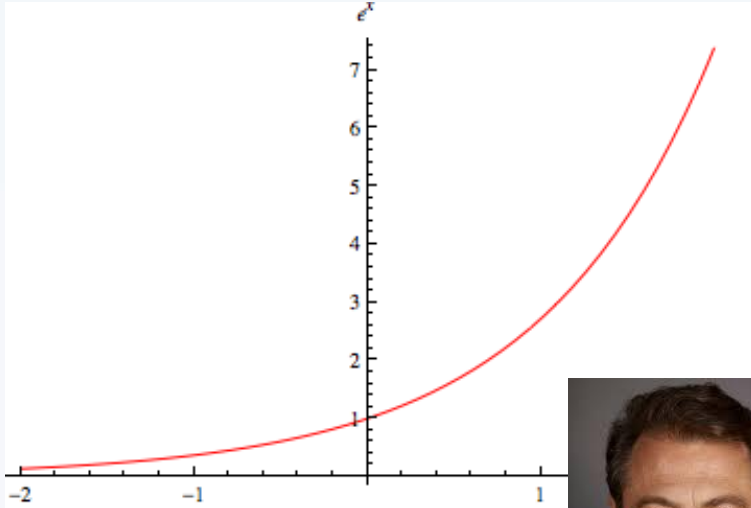
This industrial and logistic center of the area is the largest port in Germany and 14th largest in the world.

10,000 ships enter per year

in-port traffic

132 million tons of freight goes through in a year

83 rail transport companies



SOCIEDAD ▶ DESDE EE.UU.

Facebook evitó el suicidio de una mujer en Santiago del Estero

La alerta se informó desde administradores de la red social al Centro de Informática Judicial de Buenos Aires. La mujer fue socorrida a tiempo y llevada al hospital.

24/01/18 17:02





4/10

3 yrs.

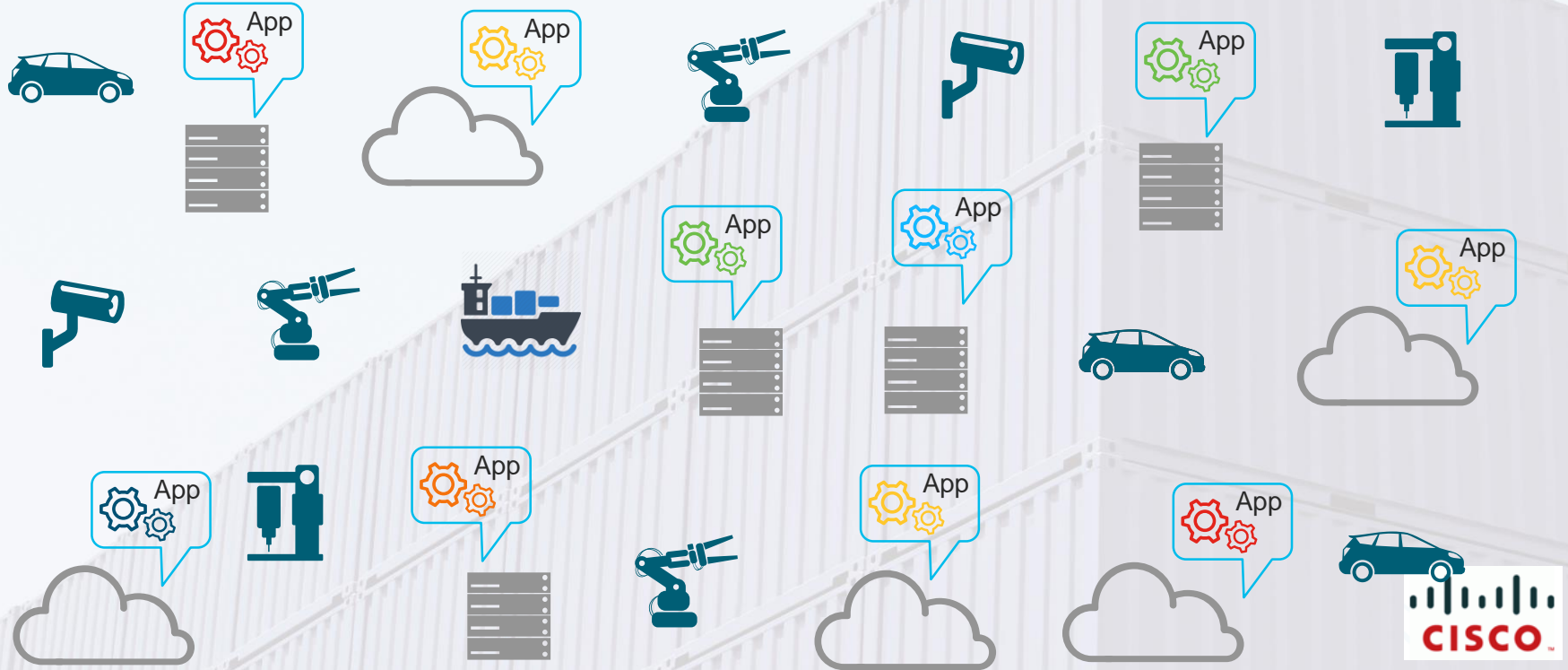
41%

Sólo
el 25%

94%

6%





- ❌ Complejidad de conectar, securizar y gestionar dispositivos diversos
- ❌ Complejidad de extraer los diferentes datos de sus fuentes
- ❌ Flexibilidad para computar datos en el borde, en la nube y/o en el DC
- ❌ Inexistencia de una forma programática de mover los datos correctos a las apps correctas en el momento correcto
- ❌ Inexistencia de control de SW para asegurar soberanía, privacidad y seguridad de los datos

Extract Data



Compute Data



Move Data



 Kinetic
IoT Data Fabric

 Networking
Intent-Based Network + Cisco Jasper

 Cisco
IoT Threat
Defense





Long Beach Container Terminal

Super Terminal Project the Port of Long Beach into the 21st Century & Beyond

Business Challenge:

- Become the lowest cost terminal provider
- Create first fully automated “super-terminal” in North America
- Earn more shipping contracts

Solution:

- Cisco Data Center, Collaboration, Wireless, Physical Security
- Engaged 14+ Cisco IoT ecosystem partners: Hoffman, Siemens, ABB, Pelco, NOW Solutions...



Business Outcomes:

- **Cost per container move lowered 60-70%**
- **Lives and Money Saved**
 - Potential accidents lowered; 20% lower insurance premiums
- **Theft Instances Reduced 35%**
- **Increased speed, fuel cost reduction**
 - 5X increase in large ship turn-over
- **Competitive Advantage**
 - Anticipated volume increase of 15% YOY

“The uniqueness of Long Beach Container Terminal is that everything here is an endpoint on a network.”

