High performance. Delivered.

Accenture helps Modern Terminals Limited achieve high performance through IT outsourcing

Modern Terminals Limited (MTL) is one of the largest container terminal operators in Hong Kong. Modern Terminals has continuously been aiming for service excellence ever since it opened Hong Kong's first purpose-built container terminal in September 1972.

Apart from optimizing its business in Hong Kong Port, it also has been actively expanding into China in recent years. Modern Terminals holds the majority shares in and operates Da Chan Bay Terminal One in the Pearl River Delta (PRD) as well as Taicang International Gateway in the Yangtze River Delta. It also holds equity stakes at Shekou Container Terminal. An Chiwan Container Terminal.

Accenture is a global management consulting, technology service and outsourcing company, with more than 246,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance business and governments. The company generated net revenues of US $ 25.5 billion for the fiscal year ended Aug. 31, 2011.

"Modern Terminals have in recent years strategically grown its operations in HK, Da Chan Bay and in the Yangtze River, which are some of the world's busiest port clusters. Our customers' requirements for real-time responses have also grown, so we felt we needed to review how MTL would be best equipped to such rapid expansion, and not compromise our brand promises to our customers in the process. As part of a thorough review of our business in 2010, we determined that outsourcing the IT function would be the most efficient. This benefits both internally and also to our customers, and thereby ensures MTL service delivery would be enhances. To address the challenge of providing a consistent, stable and sustainable IT support environment to our customers and users, and at the same time a flexible and scalable IT model that can fit the varied and ever-changing nature of our operations. Then we decided to engage Accenture as a key partner, and leverage their industry expertise to manage our IT operations and delivery.
Outsourcing has allowed us to focus more on the strategic and business-enabling areas of IT. And Accenture helps us address the challenges of managing a modern-day IT organization, that are capable of supporting a variety of technology across several geographical locations that speak different languages & dialects."

Accenture developed a deep understanding of Modern Terminals' needs through a series of IT and business process improvement engagement, which enabled us to identify an opportunity to offer Modern Terminals a comprehensive IT outsourcing platform that support existing operations and future expansions. Once the platform is established, Modern Terminals will have a replicable, scalable and knowledgeable IT work force, that can assist with the group's future expansion in business unit investment.

"We have established a close partnership with Accenture since 2006, in particular on our ERP implementation that encompassed 14 SAP modules for multiple business units. So Accenture know our organization and delivered these projects on time and within budget for MTL. The scope of the IT outsourcing initiative is very comprehensive. And the Accenture solution enable us to migrate non-core business functions to a new service delivery model, that are both flexible, repeatable and designed for serving MTL. We have transitioned our helpdesk, data center and TOS support o Accenture. And they have proven to be a partner that not only understands our industry, but have leveraged their global knowledge & resource to help MTL address out specific needs as we move towards a multi-port management model."

"Accenture worked with MTL to develop our IT shared service model and while it was tailored for our environment we believe it is applicable to the port industry as a whole. This model not only allows us to leverage out IT best practices, but also allows us to drive efficiencies to our core business units. We can now focus on the challenges of operating a modern-day container terminal and through their global delivery centers. Accenture takes care of the complexities of managing a secured IT environment. We believe we are now in a much better position to support our business growth in the regions.''

Modern Terminals will have a replicable, scalable and knowledgeable IT work force that can assist with development and implementation of future business unit investments. The retained IT organization now can focus on the IT strategy required to support business goals and developing people to meet future growth. Accenture will continue to deliver IT operating efficiencies on an ongoing basis, adopting to and meeting Modern Terminals' needs as they evolve.