

Working with leading
container terminal operator
Modern Terminals Limited
to achieve high performance
through IT outsourcing

High performance. Delivered.



Modern Terminals Limited is a privately held, industry leading, container terminal operator with headquarters and operations in Hong Kong—one of the largest and busiest container ports in the world— with additional operations in mainland China in Da Chan Bay and Taicang.

Summary

Modern Terminals has, in recent years, strategically grown its operations in Hong Kong, Da Chan Bay at Shenzhen and Taicang at Yangtze River Delta. As Modern Terminals' customers' requirements have grown, the company needs to ensure it provides real-time responses to customers. It needed to review how Modern Terminals would be best equipped for such rapid expansion and not compromise the brand promises made to its customers in the process.

Modern Terminals has established a very close partnership with Accenture since 2006, in particular on the Enterprise Resource Planning (ERP) implementation that encompassed 14 SAP models for multiple business units.

Accenture developed a deep understanding of Modern Terminals' needs through a series of IT and business process improvement engagement. These engagements enabled the company to migrate selected business functions to a new service delivery model that is flexible, repeatable and designed for serving Modern Terminals.

Business challenge

The global financial crisis had a dramatic impact on all industry stakeholders as profits plunged and trade volumes fell to reflect a new economic reality. While trade volumes have stabilized and begun to increase again in the wake of the crisis, the financial turmoil was a wakeup call for the industry. Many stakeholders looked at their internal operations to identify opportunities to reduce costs and determine where to make focused investments to support business strategies.

As part of a thorough review of its business, Modern Terminals determined that the IT function should focus on strategic efforts to support the corporate vision and leverage industry experts to manage its IT operations. To address this challenge and provide a flexible and repeatable platform, Modern Terminals engaged Accenture as a key partner and leveraged its industry expertise to manage Modern Terminals' IT operations and delivery.

How Accenture is helping

Accenture is supplying outsourcing support and services with the design of a shared service model, which suits Modern Terminals' requirements. This model enables better standardization of best practices and drives efficiency across existing and new business units. The terminal operator has gained an improved foundation to focus and further increases its distinctive competency of operating container terminals with high throughput volume, as it expands businesses. This shared service platform is supported by Accenture's global shared service center and ensures that IT services are replicable and scalable in existing and future business units.

Key IT functions include service desk, data center and TOS support. Accenture is delivering its outsourcing services from its Guangzhou and Dalian Delivery Centers with a team of professionals who are fluent in English, Mandarin and Cantonese. In addition to the Delivery Center teams, an on-site service management team is based at Modern Terminals' office in Hong Kong.

"We continue our very close relationship with Accenture based on our successful past collaborations. We have been working with Accenture since 2006 on various projects such as an ERP implementation that encompassed 14 SAP modules. The scope of this IT outsourcing initiative is comprehensive and the Accenture's solution enables us to migrate selected business functions to a new service delivery model that is flexible, repeatable and designed for serving Modern Terminals."

--Anders Dommestrup, COO,
Modern Terminals Limited

High performance delivered

Accenture is bringing to Modern Terminals a shared service model for the port industry, which allows Modern Terminals to better leverage IT across existing and new business units, further standardize best practices, and continue to drive efficiency.

Outsourcing its IT functions has allowed Modern Terminals to focus more on the strategic and business enabling area of IT. Accenture helps Modern Terminals address the challenges of managing a modern-day IT organization that is capable of supporting a variety of technology across several geographical locations and different languages and dialects.



About Modern Terminals Limited

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 Terminals and Chiwan Container Terminal in PRD. For more information, please visit www.ModernTerminals.com

About Accenture

Accenture is a global management consulting, technology services and outsourcing company. 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 businesses and governments. As a Fortune Global 500 company, Accenture has more than 246,000 people worldwide serving clients in over 120 countries. The company generated net revenues of US\$25.5 billion for the fiscal year ended Aug. 31, 2011.

Accenture has conducted business in Greater China for more than 20 years. Today, it has more than 7,100 people working in Greater China, throughout offices in Beijing, Shanghai, Dalian, Chengdu, Guangzhou, Hong Kong and Taipei. With a proven track record, Accenture is focused on leveraging local best practices and successes, and is dedicated to delivering premium client value and results. Accenture helps clients define strategy, streamline business processes, integrate systems, promote innovation and enhance overall competitive advantage to ultimately attain high performance.

For more information about Accenture, please visit its corporate homepage www.accenture.com and its Greater China homepage www.accenture.cn.

For further information, please contact:

Won-Joon Lee
won-joon.lee@accenture.com

Mark T. McCalla
mark.t.mccalla@accenture.com

Fox Chu
fox.kf.chu@accenture.com