SIPG: KPI and Enterprise Performance Management platform implementation

Client profile
Shanghai International Port Group (SIPG) is the exclusive operator of all the public terminals in the Port of Shanghai, the world’s busiest container port. Incorporated in January 2003 by reorganizing the former Shanghai Port Authority, SIPG is a large-scale business conglomerate that specializes in the operations of ports and related businesses.

Opportunity
SIPG’s 12th five-year plan aims to reinforce its leading position in the ports business through inorganic growth, expansion into new regions and participation in the logistics business. To steer to the new vision, the company recognized the need to define key performance indicators (KPIs) and analytics capabilities to optimize its existing business and expand into new business areas.

For this, SIPG needed a trusted advisor to strategize and build an end-to-end IT capability—from blueprint design to system implementation. Accenture’s global footprint, high-performance port research for Asia Pacific and deep experience in the ports industry set it apart from the competition. These, coupled with an enduring relationship with SIPG and business knowledge and industry experience in the APAC region, made Accenture the natural ally of choice for the program.

Solution
Accenture helped SIPG modernize and develop its technology, systems and IT infrastructure to build core competitiveness and enhance operational efficiencies leveraging analytics-based insights.

In the first phase of the project, Accenture assessed SIPG’s vision and designed a road map to help the organization improve its IT framework and cater to future growth demands.

In the second phase, Accenture designed and implemented the Enterprise Management System to help manage enterprise performance, operate business analytics, strengthen enterprise processes and improve decision making through access to data-led insights.

Results
The Accenture high-performance port research report says that the global port industry is experiencing an extended period of turbulence. To offer differentiation during such times, port companies need to focus on optimizing operating costs and maintaining consistent asset efficiency rate.

The Enterprise Management System implemented by Accenture provided the SIPG management with instant access to management information such as dashboards (compatible with iPad), management reports and market analysis, facilitating faster and more effective decision making. Additionally, the system enabled the SIPG management to obtain reliable, data-driven insights from all the departments to take a holistic view of organization-wide operations and plan better for any contingencies.

The system helped SIPG reduce the data-to-report cycle from 30 days to 10 days, and the Extract, Transform and Load (ETL) feature enhanced accuracy of the data verification process.

As a result of the business intelligence system, SIPG’s operational efficiency has improved remarkably, leading to significant time savings. Moreover, the KPIs framework implemented in the system helped SIPG optimize its existing business, with well-balanced operating, financial and customer metrics.

Apart from this, the IT road map created by Accenture helped SIPG advance toward a modernized technology infrastructure that will underpin the organization’s growth across businesses.

“Accenture helped us articulate business requirements and define the IT road map to realize our technology vision. The recently implemented Enterprise Management Platform can improve our enterprise efficiency and steer the organization performance according to the KPIs defined.”—Wang Xin, IT manager, SIPG

About Accenture
Accenture is a global management consulting, technology services and outsourcing company, with more than 336,000 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 businesses and governments. The company generated net revenues of US$30.0 billion for the fiscal year ended Aug. 31, 2014. Its home page is www.accenture.com.
business insights. Accenture leveraged the Accenture Ports Solution to help SIPG accelerate this process. The asset provides the template of port enterprise value tree, defined KPIs, standard management reports and activity-based cost modelling.

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