Port of Rotterdam Authority is the latest port to launch its own track & trace application. ‘Boxinsider’ allows shippers and freight forwarders to see where their containers are at any given moment. Not only is this more reliable than the approach used until now, it is also more user-friendly and efficient than collecting information from various sources.

“When I order a book online, I can almost follow the package live,” explained CEO Allard Castelein. “With Boxinsider, we are now presenting a similar solution for containers. By developing digital applications, we are making our port even more efficient, safer and more reliable. Solutions like Boxinsider are good examples of this transition and so they are a perfect match with our ambition to be the world’s Smartest Port.”

Most shippers, freight forwards and other users still collect information manually from a range of websites about where their containers are located, which is both time-consuming and error-prone. It can also cause planning errors and have costly consequences.

Drawing on status information from container vessels and inland and deep-sea terminals, Boxinsider can track containers, and determine expected and actual arrival and departure times for vessels, as well as container unloading and departures at terminals. Users can then be warned about any delays or disruptions.

ABC Logistics from Poeldijk is one of the launch customers and it has seen the benefits of the system. “Boxinsider gives us - quickly and with minimal effort - a clear picture of the containers that we can expect at the various Rotterdam terminals,” said account manager Remco Verwaal. “It really is a very user-friendly application.”

Boxinsider works as a stand-alone application but it can also be integrated with existing systems using a link.