



Marketvista for Ports

An online portal of key information to support business development and strategic planning. Marketvista for Ports helps you to:

- Optimise the service you deliver to retain current business
- Anticipate and manage change so you can evolve and respond to your markets
- Identify opportunities and win new business

The market view for your port

A dynamic information portal for you to explore and track changes in your markets as they happen



Marketvista is the fast and convenient way to identify new business opportunities and support your strategic planning

Get the key facts and figures of your potential markets, cargoes, customers shippers and competitors.

We have designed a comprehensive information portal with over 1,000 carefully selected global, open and commercial sources spanning AIS, trade, economic and financial data. Updated regularly, Marketvista integrates and orientates this data specifically to your point of view.



Fleet activities of all the vessels that your port could serve



Key economic drivers for the cargoes your port could handle



Activities of competing ports, their vessel visits and their trade volumes



Companies by country, region, sector and cargo type that need port services

Key features

Marketvista puts key information into your hands. It brings together rich datasets about ports, shipping, industries and economies to help your port sustain, adapt and grow business, carry out strategic planning and make investment decisions with more confidence.

PORTS

Marketvista is a powerful tool to identify growth opportunities in a port's domestic and international markets.

It gives a port-centric view of shipping, showing how ports are linked to other ports, countries and regions and the trades served by those routes.

Understand your competitors' performance with:

- Detailed metrics and benchmarking on over 50,000 ports, terminals and anchorages
- Handling times down to berth level by vessel type and size
- Maximum length, breadth and draught of vessels observed using berths
- Freight statistics on competing road, rail and air transport



SHIPPING

Using the latest AIS data, Arkevista provides its own proprietary analysis of vessel movements and voyages. This gives you access to the full value of up to 5 years of shipping activity by individual vessel, by operator fleets and by vessel types and sizes.

- Track passing vessels based on the types of cargo carried and their ports of origin and destination
- See who is using competing ports and how efficiently the vessels are being served
- Easily separate vessel traffic into domestic and international, coastal and deep sea, so that you can isolate opportunities in different markets



INDUSTRIES

Marketvista gives details on industries and businesses within a port's hinterland and on the customers and suppliers of those businesses in other markets, whether domestic or international. By tracking these routes, you can identify and prioritise the trades to target.

- Identify importing and exporting businesses by location and commodity
- Track individual trades and trade routes, and how they flow from region to region, port to port, and from country to country
- Identify benefaction opportunities



ECONOMIES

With over 15 years of economic activity at country and local level, Marketvista shows the broader context that drives your business so that you can make strategic and investment plans with greater confidence.

- Track key aspects of the economic activity related to the cargoes you handle or are targeting
- Track economic drivers behind the movement of different commodities and cargoes



COMMODITIES

Marketvista includes data for most commodities handled by ports whether in bulk, Lo-Lo or Ro-Ro. These cover the main industries and sectors including:

- Agriculture, forestry and fisheries
- Chemicals
- Manufacturing and production
- Mining and construction
- Oil and gas
- Retail



SPECIALIST MARKETS

We offer intelligence on specialist markets to support the full diversity of a port's business.

- Cruise and passenger traffic, showing vessel itineraries
- Analysis of offshore support for oil, gas, wind farms and aquaculture
- Emerging alternative fuels such as LNG, hydrogen and battery



Focused for your port

Marketvista puts our information at your fingertips to help you sustain, adapt and grow your business

SUSTAIN

OPTIMISE THE SERVICE YOU DELIVER

Monitor your competitors' service levels being delivered to their customers.

- Track each stage of a vessel's movement in every port
- Identify and understand areas of congestion, slow handling and service provision
- Benchmark your service levels against those of your competitors to prioritise improvements

Retaining current business

ADAPT

ANTICIPATE AND MANAGE CHANGE

Understand market trends and how your customers and competitors are responding.

- Detect changes at your competitors' ports: new customers won, new trades served
- Track rapidly changing regional and global trade patterns to explore how these affect you

Responding to your markets

GROW

INCREASE AWARENESS OF OPPORTUNITIES

Drill into your market and competitors' activities to identify customers that fit your ideal profile.

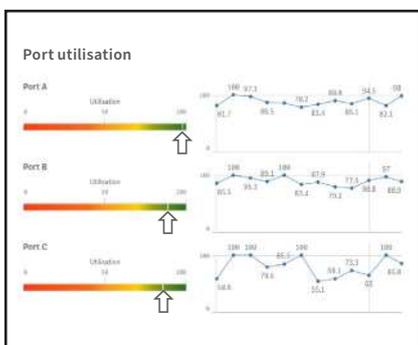
- Track domestic and international trade and voyages to identify target customers
- Have information to hand to investigate why shippers might be choosing other ports
- Compete more effectively by providing prospective customers with clear evidence of why shippers should choose you

Identifying and winning business

Designed for you

We recognise that every port is different based on its geography, availability of land, modal connections, ownership and operational models, sea approaches and its terminal, berth and quayside facilities and services. So as standard Marketvista is customised for you and your port.

- We create specific profiles to report on your target markets, customers and your competitor ports.
- Users have their own accounts providing specific views suited to their role and function



Business managers

At-a-glance dashboards and reports

For business leaders and managers, it provides an 'at-a-glance' dashboard of key metrics and market trends for any port or terminal, allowing you to monitor commercial activities and easily compare your operations to other ports.



Analysts

Full drill-down and filtering

For managers and business analysts, it offers full 'drill-down' and filtering capabilities to allow you to explore the data interactively and understand precisely what is behind the metrics, so you can identify and make the most of all opportunities it highlights.

The figure shows a 'Data scientists' dashboard featuring a large, detailed data table. The table has many columns, including what appears to be dates, times, and various numerical and categorical data points. The table is densely packed with information, allowing for deep data analysis.

Data scientists

Rich fully related and structured data

For business analysts, developers and data scientists, it provides rich, fully related and structured datasets that can be fused with your own data to provide your organisation with a rich and comprehensive foundation of data for your business applications.

100%

From a global overview to berth level detail, we have it covered





Versatile

Views can be defined around a host of different subjects and themes allowing you to explore and answer questions that are specifically focused on your business. You can also extract data in all common formats compatible with a wide range of business tools.



Easy to use

We provide you with custom designed queries, reports and visualisations so that it works straight out of the box. Each view can be fully configured to provide you with the metrics you need.



Reliable

Marketvista is designed to support business decisions. It fuses data from a wide range of authoritative sources that include satellites and published databases from national and international organisations.

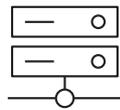
Get started today

There are two ways you can access Marketvista:



Marketvista for desktops, tablets and smartphones

You can be up and running immediately with our cloud-based application so you can use Marketvista dashboards, reports and analysis tools anywhere.



Marketvista dedicated data interface

You can harness the power of Marketvista data directly within your own applications and business intelligence solutions.

A Marketvista licence gives you access to market, trade, vessel and performance data for your port and every other port, terminal and anchorage in the world.

Pricing is simple: it is based on the time period and regions you want the data to cover.

Discover what Marketvista can do for you



Call Peter Holland on +44 (0)7887 650335 to arrange a free demonstration with real data for your ports of interest

Global coverage ensures that Marketvista is available for all ports including inland waterways



50,000 +
Ports, terminals and anchorages



200,000 +
Vessels and their operators



17,500,000,000 +
Voyages, port visits and movements



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