

## **Realistic Approaches to Automation**

„Automation for the Rest of Us“

21 February, 2026

## **Enfoques realistas para la automatización**

“Automatización para el resto de nosotros”

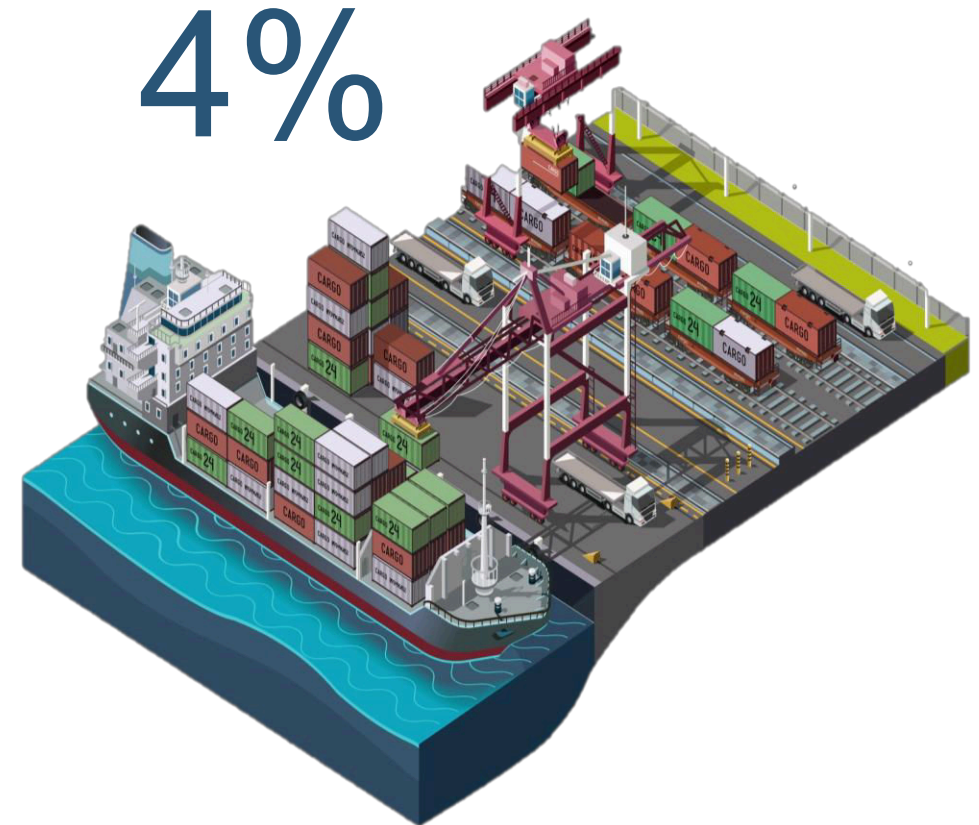
21 Febrero, 2026

# Process Automation versus Robotic Automation



*Only 4% of global marine and intermodal container terminals are fully automated or “robotic”. Process automation is the path forward for traditional terminals looking to improve operations...*

- » Process automation solutions automate specific processes in the terminal and can be deployed to virtually all types of terminals . They can be used alone or in conjunction with other solutions. “Robotic” automation requires consideration for automated equipment and technology across multiple areas
- » Majority of global marine and intermodal terminal operators cannot afford automated “robotic” terminals” costing billions...they are looking for selected process automation at their key pain points.
- » AI is an element of many process automation solutions and has been for over ten years.....we were cool before AI went mainstream!



# Process Automation Solutions



*Process automations solutions encompass virtually all functions of a container terminal, driving improved efficiency, increased safety and better accuracy while reducing costs*

## » Gate Automation

- » Pre-Advise
- » Appointment Scheduling
- » Gate Operating Systems
- » Traffic Control
- » Asset Data Capture
  - » OCR/vision portals
  - » Kiosks
- » AI- based Detection
  - » Damage
  - » Drivers

## » Yard Automation

- » Container Position Detection Systems (PDS)
- » Spreader OCR
- » Automated Job Promotion
- » Equipment Telematics
- » Wheeled Inventory Management
- » Reefer Monitoring
- » Cargo bio-nuclear monitoring

## » Quay Automation

- » Spreader OCR/vision
- » Crane OCR/vision
- » Truck/STS matching under hook
- » Pinning/Depinning

## » Rail Automation

- » Spreader OCR
- » OCR/vision portals
- » RMG-Truck Identification

# The Human Challenge of Process Automation

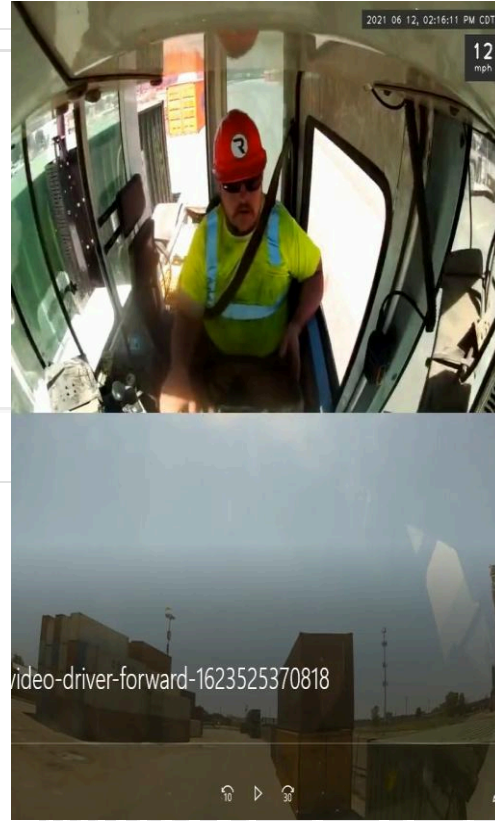
» *With the growth of process automation across the industry, an emerging demand exists for a new type of operator. Today's automation manager must combine multiple skills far beyond those of their predecessors integrating technology, systems, people and support*



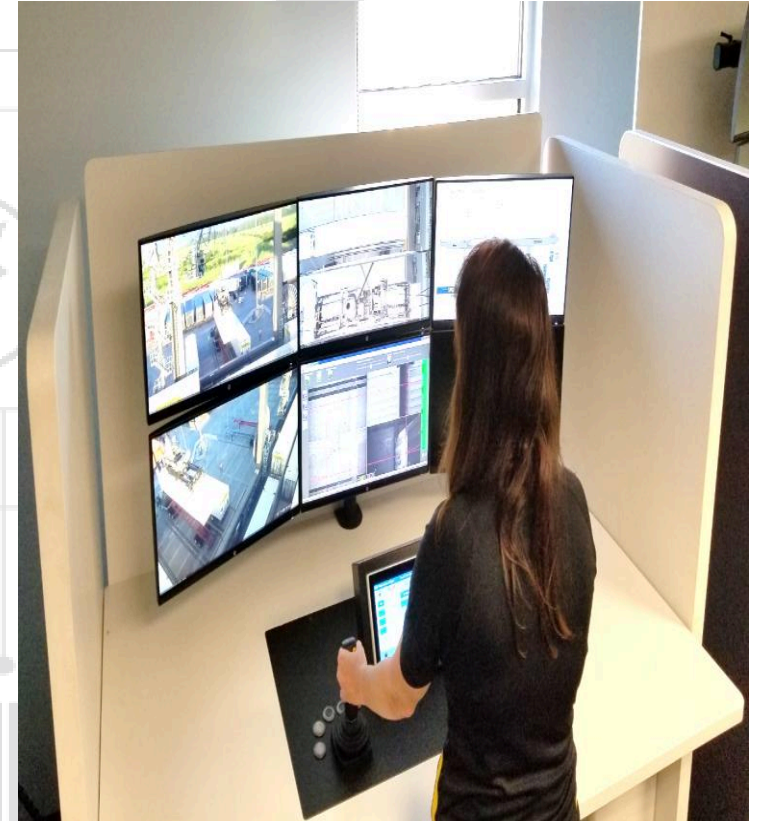
Technology



Systems



People



Support

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