

## Tideworks

## Tideworks takes time to ensure a good fit with clients

"An exciting year in which we won some new customers", was how Seattle-based Tideworks Technology summarised 2010. During the year, the company introduced a number of new terminal management products, including Intermodal ProTM for intermodal terminals and the Mainsail Vanguard® operating system for marine terminals.

Working closely with SSAM in Manzanillo, Mexico on various technology initiatives, one project was the implementation of a new, terminal-wide wireless network which included the installation of Tideworks' "Quick Connect" light pole enclosures. Additionally, the company is working with NOW Solutions on the implementation of its position detection system.

For 2011, Tideworks is "looking forward to some exciting announcements in coming months, including new clients,

with automation as a key area of development in Latin America". As the cost of automation technologies decreases, it points out, more terminals can take advantage of these technologies, such as optical character recognition (OCR), automated licence plate recognition (ALPR) and differential global positioning systems (DGPS), to name just a few.

Like all businesses, Tideworks has not been exempt from the economic recession of the past couple of years, and its customers and prospective clients have had to tighten their belts while looking for ways to reduce costs. Many terminal operators have realised that one way to achieve these goals is through the implementation of technology, and accordingly many operators have been actively seeking cost-effective technology solutions



Mainsail Vanguard offers access to more features from a single screen

to help them be more efficient and productive and to reduce resource requirements, thereby lowering their operating costs.

Business is not without its competitive challenges and, in order to remain competitive, an important part of Tideworks' strategy has been finding a balance between taking on new

clients and reserving capacity for its existing customers. "We spend a great deal of time vetting the requirements of prospective clients to ensure that Tideworks is a good fit for them and that they are going to achieve the greatest possible return on investment with our solutions," said the company. ■

## Terex

## Turning back to Terex

With demand for container handling equipment in Latin America continuing to increase, Terex Port Equipment is one of many global equipment manufacturers to report that it is not only participating in a number of bids with potential new customers, but that it is also achieving repeat orders with existing customers – who "have complete trust in our products and service levels," according to the company.

MVR do Brasil, Terex's Latin American agent, is in the process of finalising a number of orders for mobile harbour cranes, RTGs and ship-to-shore cranes that it believes will shortly come to fruition. In addition, unlike some manufacturers, who believe that breaking into the regional market can be

achieved by minimal means such as exhibiting once at a trade show, MVR has invested many years of time and expertise in cultivating a reputation and a satisfied client base.

Having researched the market, MVR believes that there are distinct possibilities of at least some East Coast South American facilities switching to operating with straddle carriers. "We will focus on this during the coming year," said a spokesman.

According to the company, perhaps the most important challenge it faces has been in continuing to persuade current and potential clients that, as a long-term investment, its products are better made, longer-lasting and more reliable over time than those produced in China. Fortunately, many



The two Terex® FDC 18K6 empty container handlers delivered to Hipercon Terminais de Carga Ltda, Santos

are now beginning to realise this and "they are starting to return to the tried and tested OEMs, of which we are at the forefront," said the spokesman.

In further news, Terex has delivered its first two FDC 18K6 empty container handler (ECH) units to Hipercon Terminais de Carga Ltda, in the Port of Santos. The ECH is equipped with a 200 hp engine, hydrodynamic

transmission and hydraulic side spreader for 20 ft and 40 ft containers. Terex says there are "several hundred" FDC 18K6 units operating worldwide.

"We chose this model as it offered the right combination of reliability, compact size, high-speed operation and low maintenance costs," said Hipercon's general manager, Renato Nunes dos Reis. ■