



# **TREDPLAN**

## **Air & Marine Ports**

***Gain the Competitive Advantage  
Using TREDPLAN Ports***

**December 2017**

# The TREDPLAN Concept

**Global economies** and technologies are changing



**These factors** can create gain & loss possibilities for ports & regions



**The stakes** for infrastructure investment are significant



**TREDPLAN** assesses a facility or region's relative future position

# A Unique Tool for Future Planning

## Scenario Planning Process:

Address factors that we **can** affect, via planning + investment decisions

*Impact models (**TREDIS**)*

## Future Planning:

Address factors we **cannot** affect, which are driven by external factors.

**TREDPLAN !**

# TREDPLAN Products

**1. PORTS** (international trade)  
(freight: airports, seaports, trans-border facilities)

**2. REGIONS**  
(freight: states, metro areas, multi-state regions)

**3. ECONOMY**  
(workforce and business development)

***Coming soon***

# Consider via TREDPLAN

## Implications of Possible Economic Futures

- **Global Economic Forecasts to 2045** (Moody's or IHS Markit)
- **Shifting Fuel and Energy Prices**
- **International Trade Shifts** (Tariffs affecting Asia, Mexico, etc.)
- **Global Economy** – recession
- **Technology** – 3D printing, modifying supply chains \*
- **US Air + Sea Ports** – strike or barrier \*
- **Key Facility failures** \*

*\* customized futures*

# What TREDPLAN Can Do

1. Compare your port to **known competitors or peers**
2. Identify **unknown competitors**
3. Assess how **your cargo markets** will shift in future
4. Identify how your **competitor's markets** will shift
5. Assess your relative **reliance** on domestic and international trading partners
6. Evaluate your **vulnerabilities and opportunities** relative to competitors (as your industries and trading partners change over time; as alternative futures are considered)

## TREDPLAN Metrics:

- Tons
- Value \$
- Modes
- Industries
- Commodities
- Domestic (*counties*)
- International (*countries*)
- Gateways (domestic)
- Risk/volatility

# How does TREDPLAN work?

## 1. Data

- US county level database of industry-economy behavior
- Cross-border commodity flow patterns by mode
- International trade by mode, gateway, country, domestic county
- Global macro-economic predictions to 2045, with alternative futures

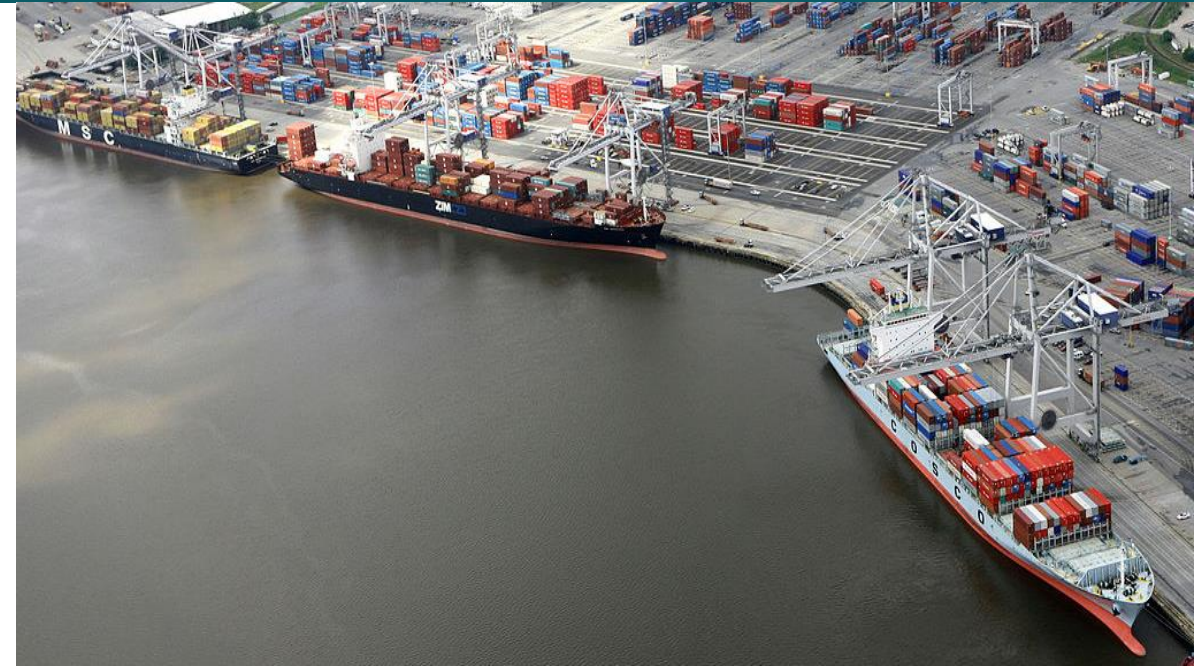
## 2. Analysis

- Shifts in future growth by industry, US county or foreign country lead to changes in production, selling and purchasing levels
- Model allocates origin-destination, mode & gateway activity patterns
- Recursive database search identifies peers/competitors sharing industry, origin and destination patterns
- Visualization/Analysis engine displays relative opportunity/risk effects

# Today's Demonstration

- **Show how forecasts affect predicted changes in activity at port, including:**

- Level and mix of commodities
- Origins and destinations



- **Compare ports: show how competitive position and market share of one port can shift compared to other ports, under future scenarios.**



# TREDPLAN DEMONSTRATION

# TREDPLAN PORTS



Default Moody's Forecast

- Optional First Alternative Forecast -  
- Optional Second Alternative Forecast -

Savannah, GA

IMPORT  
EXPORT

All Commodities Selected

All Modes Selected

Volume in: 2015

DOLLARS  
TONS

SUBMIT



# Demo Wrap-Up

- **TREDPLAN analysis revealed:**
  - Changes in commodities exported via Savannah over time
  - Change in competitive position of Savannah compared to other ports under the Low Oil Price Scenario
  - Differing impacts of the Low Oil Price Scenario on exports by commodity, origin, and destination
  - Competitor ports by origin and destination



# Questions?

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