



The Port of Hamburg Creates New Opportunities with Digital Technology

The Port of Hamburg captures value in the Internet of Everything with:



More efficient traffic management on water, roads, and rails



Quicker communication between employees by holding video conferences and better collaboration due to shared access to documents



Lower costs thanks to one uniform network and virtualization

Planning for growth, efficiency and enhancing citizen's quality of life are focus areas for many cities. These were also the key objectives for the backbone of business in Hamburg, Germany: the Port of Hamburg. With the long-term goal of having proactive control of a more intelligent harbor operation, the city turned to Cisco and the Internet of Everything (IoE).

Historically, the Hamburg Port Authority (HPA) relied on four different networks from multiple vendors to perform traffic management and communication. Controlling an array of functions for radar systems, trains, voice communications, and IT, these networks were unable to communicate with each other and were not accessible throughout the port grounds. To reduce costs and improve customer experience, there was a strong need to optimize efficiency of work processes and communications while integrating four disparate networks and deploying new digital capabilities.

By deploying Cisco Smart+Connected™ City solutions, including traffic management, smart parking, connected port logistics, smart lighting, and environmental sensors, the Port of Hamburg is increasing trade flows, protecting resources, and improving the citizen experience— all with a projected 70 percent reduction in operational costs over the next seven years.

HPA is now working to integrate additional sensors into its systems based on initial findings. They want to place additional and more capable sensors in key hotspots to gain a deeper understanding of what is taking place. The Port of Hamburg is leveraging the IoE to create new opportunities by enabling greater mobility, efficiency, and sustainability.

"The reality is this: The reason we would look for a holistic model is that we have all this business going through the city, but it impacts the citizens. To create a model where we are able to do this without negatively impacting the citizens and the city itself is our goal."

Dr. Sebastian Saxe
CIO, Hamburg Port Authority