

Why OpenTrack ETAs are more accurate

Our data shows that OpenTrack ETAs are more accurate than those provided by one of the other data sources alone.

Our key principles:

1. We standardize on berthing

Other ETAs are sometimes to anchorage, sometimes to berthing. This leads to confusion and operational mistakes. OpenTrack's ETA is always to vessel berthing, giving you the clarity you need to operate a solid process and make confident decisions.

2. We get ETA from more data sources

Sometimes the Terminal provides the most accurate ETA, and sometimes it's the ocean carrier. Sometimes it comes from a prediction based on the vessel's GPS location.

3. We choose the best ETA

Over the years, we've worked with hundreds of operators and crunched a ton of data to create intelligent ETA selection strategies designed to produce the most accurate result and mimic the decisions a seasoned operator would make. And we're constantly improving.

Your operations depend on accurately knowing when shipments will arrive. Inaccurate ETAs are costing your organization time and money. OpenTrack's ETAs can help.

Comparing ETA accuracy by source

Let's say you had a shipment going from Yantian to Long Beach. The vessel actually berthed on **April 10 at 6:03am**. That's your ATA. Now let's look at historical performance:

10 days before ATA

The Steamship Line was reporting an ETA of **April 5 at 4:30pm (5 days off)**

OpenTrack was reporting an ETA of **April 10 at 5:30am (33 mins off)**

5 days before ATA

The Steamship Line was reporting an ETA of **April 6 at 8:30am (4 days off)**

OpenTrack was reporting an ETA of **April 10 at 5:30am (33 mins off)**

2 days before ATA

The Steamship Line was reporting an ETA of **April 9 at 8:30pm (1 day off)**

OpenTrack was reporting an ETA of **April 10 at 5:30am (33 mins off)**

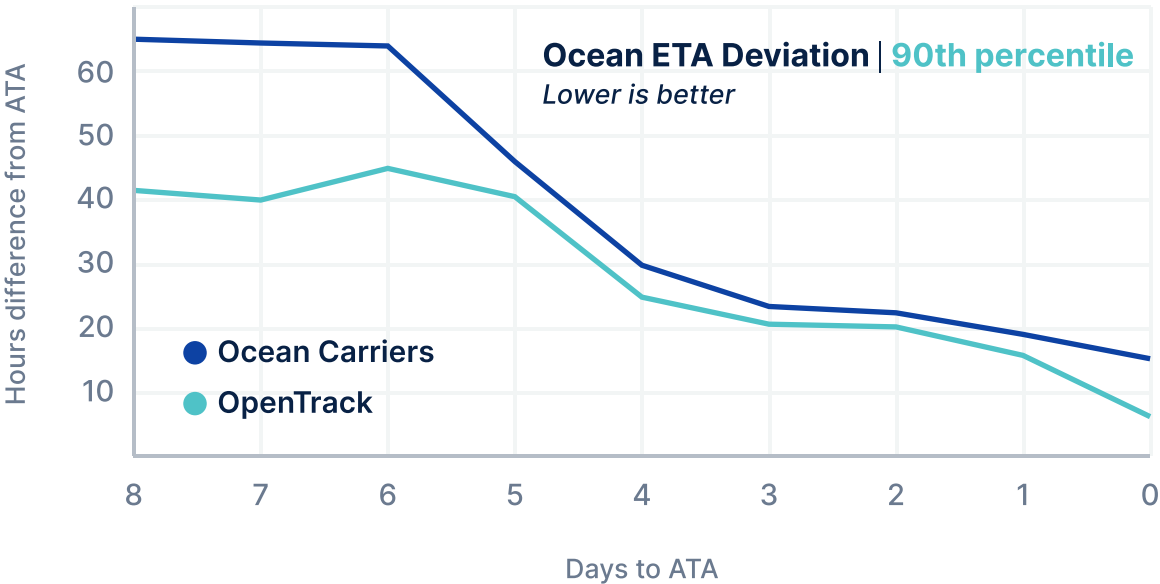


If you prefer tables, that looks something like this:

Days before ATA	SSL's ETA	SSL's accuracy	OpenTrack's ETA	OpenTrack's accuracy
10	April 5 at 4:30pm	5 days off	April 10 at 5:30am	33 mins off
5	April 6 at 8:30am	4 days off	April 10 at 5:30am	33 mins off
2	April 5 at 4:30pm	1 day off	April 10 at 5:30am	33 mins off

It's not uncommon to see ETAs that are inaccurate by multiple days like this.
Wouldn't you rather have the most accurate ETA from day one?

And that's just one example. On average, across all shipments we track, OpenTrack's ETAs are more accurate than others every step of the way:



Our process to evaluate and improve ETA accuracy

We're intense about measuring and improving our ETA accuracy. The result is that OpenTrack's ETAs are better overall than any one source alone.

Here's a window into how that process looks for us:

Every day thousands of vessels berth at their terminals of discharge, registering an actual time of arrival (ATA) in OpenTrack.

When that happens, we look back at what ETA we were reporting not only on the day of arrival, but on each day going backward in time.







Our goal is: On every single day leading up to arrival, we want to report an ETA that is as close as possible to the ultimate ATA.

Every time an ETA is predicted, whether by a data provider (Steamship Line, Terminal, AIS Provider), or by OpenTrack, we make a note of the prediction. That way we can compare the performance of each data provider on each day leading up to the ATA.





In order to improve, we regularly examine and eliminate cases where we're most inaccurate. We also measure how we're doing in total.

Why ETA accuracy matters

We know you know, but it never hurts to restate the importance of accurate ETAs.

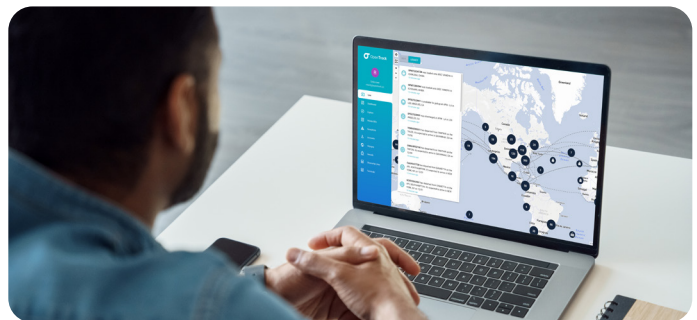
Inaccurate ETAs from one other source alone 	Accurate ETAs from OpenTrack 
 More last-minute scrambling when the arrival date is different than you expected <ul style="list-style-type: none">• Inaccurate ETAs force you to fight fires that pop up when freight arrives at unexpected times• This leads to costly operational mistakes that could have been avoided• It also leads to higher team stress, worse customer service, and less resilience to supply chain shocks	 More advance planning, less stress, and fewer costly mistakes <ul style="list-style-type: none">• Accurate ETAs allow you to plan better, reducing the amount of last-minute changes required to pick up and deliver shipments• Better planning means fewer of those costly mistakes and incidents• Lower team stress, better customer service, and more resilience to supply chain shocks
 Always be second-guessing whether your ETA is to anchorage or berthing <ul style="list-style-type: none">• Leading to costly miscalculations of incoming shipment volume	 Always know that your ETA is to vessel berthing <ul style="list-style-type: none">• Accurately forecast incoming shipment volume• Build solid processes that cut down on costly mistakes

Why ETA accuracy matters continued ...

Inaccurate ETAs from one other source alone	Accurate ETAs from OpenTrack
<div> Only use one source for your ETAs</div> <ul style="list-style-type: none">• Hold your operations hostage to their inaccuracies and data issues	<div> Get ETAs from multiple sources</div> <ul style="list-style-type: none">• Allow your operations to use the best available data• Protects you from issues in any single data source
<div> Force your team to manage data directly from the source</div> <ul style="list-style-type: none">• And forcing you to make costly investments in data infrastructure, cleaning, and maintenance when you could be investing in your core business	<div> Get a clean, standardized, reliable data feed your team can use right away</div> <ul style="list-style-type: none">• Let OpenTrack manage the complexity for you with our leading-edge data engineering and infrastructure• Free up your team to focus on your strengths: Driving efficiency and serving customers

Start your OpenTrack journey today!

OpenTrack has been designed and developed by experienced freight operators to make container tracking easier for everyone. OpenTrack combines all available ocean, terminal, rail and drayage data sources to give you the most complete and accurate information on international ocean and intermodal freight. Many of the world's most iconic brands and logistics providers count on OpenTrack to get accurate container visibility across all modes, reduce fees, proactively identify and manage exceptions, and win new business.



Visit opentrack.co and schedule a demo today!