

Open Your Eyes to the Perfect Logistics Solution

By
WCA Family

The oil and gas industry spends billions of dollars per year on a whole range of logistics requirements, from emergency time-critical parts and major infrastructure and construction projects to vital tooling – not forgetting the transportation of a huge range of products produced.

Transportation requirements for the oil and gas industry are varied, often extremely complex and costly, and demand the very highest levels of professional service, expertise, reliability and cost-effective performance. Increasingly the logistics provider also has to ensure that the shipments meet all compliance, regulatory and environmental considerations.

The default solution for supply chain managers and shippers has been to look to the large and well-known multinational logistics providers, such as DHL, Panalpina and Kuehne + Nagel, to meet their needs. These familiar names provide some superficial reassurance and negate the need for extensive and resource-heavy research into the many alternative options offered by specialist independent companies around the world.

Yet below the corporate facade it is not widely known that the majority of the contracts awarded to multinational logistics providers are subcontracted to specialist independent project forwarding partners, operating in every region of the globe. It is these companies that are tasked with completing the logistics work at both ends of the supply chain to the highest standards.

For the oil and gas industry, selecting the best independent project logistics specialists has in the past been a time-consuming task. However, there is a simple one-stop solution available that opens up the entire world of expert independent oil and gas forwarders to every company.

WCA Projects Network (WCAPN) is an alliance comprising many of the world's most experienced independent project freight forwarders, including numerous oil and gas specialist logistics providers, in every region of the world.



Partners in WCAPN can guarantee their ability to move project cargo of all types and sizes with expertise, security and comprehensive global coverage. WCAPN offers all the benefits of dealing with the independent sector – speed, competitive pricing and personal service – with the advantages of a true worldwide alliance of partners, such as technological resources and buying power.

Brian Majerus, Vice-President of Specialty Networks for the WCA Family of Logistic Networks, says the group has developed into a major player that now competes with, and more often than not beats, the multinationals to many of the biggest oil and gas logistics contracts in the world.

“These companies are the true specialists in their field. Through extensive experience in oil and gas movements in their own region, they can partner with another WCAPN member to provide seamless and outstanding solutions for the oil and gas industry. Independent providers are more flexible, are less tied to rigid formulas and methods imposed by multinationals and much more able to provide unique and diverse solutions that will save the shipper time and money.”

Majerus says his experiences and feedback from major projects has shown that the WCAPN is now elevated to a level that has seen partners win contracts from numerous Fortune 500 companies and multinational corporations around the world. “The response from shippers is entirely positive. They are delighted that the expertise of our members allows a tailor-made solution to be formulated for each contract. They don't have to fit to the pre-ordained and restrictive solutions offered by the multinationals. In addition, our members really care. It is their livelihood and they will go the extra mile any time of the night or day to ensure the shipper is completely satisfied. You just cannot get that level of service with a large multinational logistic provider.”

The partner companies within WCAPN are booming thanks to the growing reputation of excellence they have acquired within the oil and gas segment. There are now WCAPN members in all major ports and representation is particularly strong in the regions with high oil and gas logistics demand, such as Europe, the US, the Middle East, West Africa and the Far East including China.

But the question many oil and gas logistics purchasers ask is: how can we be sure that each member operates to the highest standards and has the expertise necessary?

Majerus says that WCAPN has in place a rigorous vetting procedure and only the companies that meet these criteria are admitted into the network. Less than 30 per cent of all applicants meet the standards demanded and are accepted into the network.

Figure 1: Novorossiysk Port Terminal, Russian Federation – NPT Delivers Cranes from Suzhou via Shanghai to Krasnodar Russia



Figure 2: Globalink Logistics Group, Kazakhstan – Oil Field Equipment is Transported from Dubai to Iraq



“Every partner has been individually examined to ensure it has the expertise to handle the shipment securely and on time and every partner is constantly monitored to ensure it maintains the high standards set by the network. One weak link could create problems for other members, so we absolutely ensure our rigorous auditing measures admit only the best independent companies. Every WCAPN partner provides their clients with an industry-leading 24/7 internet-based track and trace system that allows owners to check every aspect of every shipment at any time. In addition, all WCAPN members are fully insured and offer coverage at the most competitive rates and has extensive knowledge within their local region allowing them to obtain the best service and competitive costs.”

Every member must also demonstrate that it has sustained successful project cargo contracts for a minimum of three years and has a dedicated team handling projects in its specialist field, such as the oil and gas sector.

WCAPN acts as an extension of the sales and customer service team for each member and with its global coverage can provide the perfect solution for any oil and gas logistics project. Each year the WCAPN annual conference brings representatives from each company together in a networking format that allows the closest co-operation between each partner. Majerus says that the network comes together to “improve business flow and ensure we all work together as a cohesive unit. The close working, and often personal, relationships built up within the network leads to outstanding levels of service for the clients. Each partner knows how other members work, the members of their team and, by working together, provide an ideal solution. This is very important in providing the service levels we demand. Multinational companies by their sheer size, overheads and structure just cannot act in this way – they do not act as a cohesive unit.” ■

WCAPN members offer a truly viable and cost-effective alternative to the oil and gas industry logistics needs. For more information please contact Brian Majerus brian@wcafamilly.com or visit www.wcapn.com.