WHAT IS CLAIMED IS:

1. A method of optimizing a supply of a lubricant product to a vessel, comprising:

assigning a unique international maritime organization (IMO) number for the vessel; representing movement of the vessel with a vector using an Automatic Identification System (AIS) transponder and the assigned IMO number;

automatically tracking the vessel using the vector and an AIS database to identify and locate the vessel by electronically exchanging data with a plurality of nearby vessels using AIS transponder base stations and satellites;

extracting a trade pattern for the vessel based on calls made to a plurality of ports, a number of hours the vessel spent at each of the plurality of port calls, and vessel speed data;

retrieving, by the processor, port facility data from a port facility database;

retrieving, by the processor, lubricant product data for the vessel from a product database using the IMO number;

generating, by the processor, a first ranking of the plurality of ports based on the trade pattern of the vessel and net delivery costs of the lubricant product at the plurality of ports based on the data retrieved from the port facility and product databases;

generating, by the processor, a second ranking of the plurality of ports based on lubricant-supplying facilities present at the plurality of ports and market clearing prices of the lubricant product at the plurality of ports based on the data retrieved from the port facility and product databases; and

selecting one of the plurality of the ports based on the first ranking and the second ranking; and

supplying the lubricant product to the vessel at the selected port,

wherein the generating the first ranking comprises, for each of the plurality of ports:

computing, by the processor, a first normalized score based on the number of calls;

computing, by the processor, a second normalized score based on the number of hours;

computing, by the processor, a third normalized score based on the net delivery cost of the lubricant product at the corresponding port; and

generating, by the processor, a supply score by weighing the first normalized score by a first factor, the second normalized score by a second factor, and the third normalized score by a third factor.

2. The method of claim 1, further comprising:

retrieving, by the processor, the plurality of ports from the locational data of the vessel over a predetermined period of time, wherein the plurality of ports are ports visited by the vessel.

3. The method of claim 1, further comprising:

retrieving, by the processor, a list of products used by the vessel from the product database over a predetermined period of time;

calculating, by the processor, a product ratio based on the list of products; and

selecting, by the processor, from the list of products, a product corresponding to the highest ratio in the product ratio as the lubricant product.

4. The method of claim 1, further comprising:

retrieving, by the processor, the net delivery costs from a cost database.

5. The method of claim 1, further comprising, for each of the plurality of ports:

accumulating, by the processor, from the locational data over a predetermined period of time, a number of hours spent by the vessel at the corresponding port; and

counting, by the processor, from the locational data over the predetermined period of time, a number of calls made by the vessel at the corresponding port.

6. The method of claim 5, wherein the first, second, and third factors are 30%, 10%, and 60%, respectively.

7. The method of claim 1, further comprising:

retrieving, for each of the plurality of ports, a list of lubricant-supplying facilities from a facility database.

8. The method of claim 7, wherein the generating the second ranking comprises, for each of the plurality of ports:

computing, by the processor, a fourth normalized score based on the list of lubricant-supplying facilities;

computing, by the processor, a fifth normalized score based on the market clearing price of the lubricant product at the corresponding port; and

generating, by the processor, a customer score by weighing the fourth normalized score by a fourth factor, and the fifth normalized score by a fifth factor.

9. The method of claim 8, wherein the fourth factor is 40% and the fifth factor is 60%.