

“Exploring Digitalisation and what to expect as an outcome in the maritime industry”

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The new normal

- ➔ Global trade slowdown, created decrease of demand.
- ➔ Commodity price drop, pressing freight levels
- ➔ Increased regulatory pressure, affects running costs
- ➔ Overcapacity introduced Competition, for the first time at such levels

The new status quo is leading to a major challenge, the need for overpassing the oppressing barriers and lead the Industry to a new era of development.



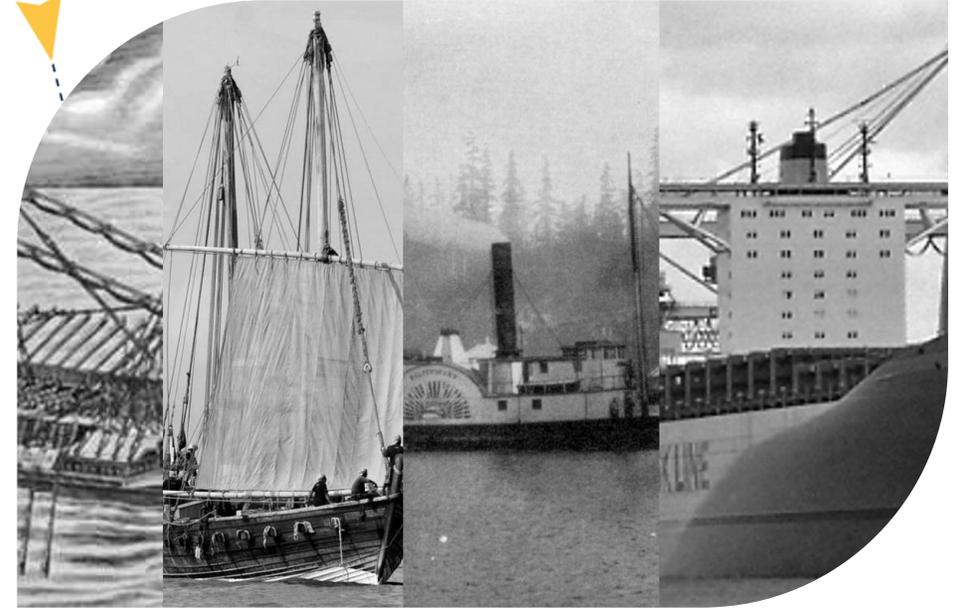
It is all about history

Maritime business is continuously evolving, volatile and of Cyclical nature. Since our Digital era of today, Shipping suffered three painful transformations:

- ➔ The dawn of Merchant Trading, 17th Century
- ➔ The introduction of Liners, 18th – 19th Centuries
- ➔ The rise of Bulk Shipping, 20th Century

All above phases were erupted by scientific and technological achievements, from compass to steam and from communications to the diesel propulsion. And thus we face today the fourth wave:

- ➔ The revolution of Smart Shipping



“Smart Shipping lies not in the way we design, build or retrofit vessels with Technology, but in the way we use that Technology to operate them



The challenge for sustainability

- ➔ The Challenge is to retain and improve Market Share by achieving greater operational efficiency.
- ➔ Maritime technology, as we know it, is running out of solutions. It is squeezed so hard that any new improvement has marginal direct contribution to cost cutting.
- ➔ The way forward runs through identifying and capturing the real value of technological innovation and its most valuable commodity:



Information!

The lifecycle



The Toolbox



The natural evolution

Automation is a natural evolution when it comes to productive processes. Technology will inevitably move more and more operations and decisions from vessel to shore. A bold prediction may be that during the next very few years, Crew will be less in numbers, when Office 24/7 operational centres will be the trend.

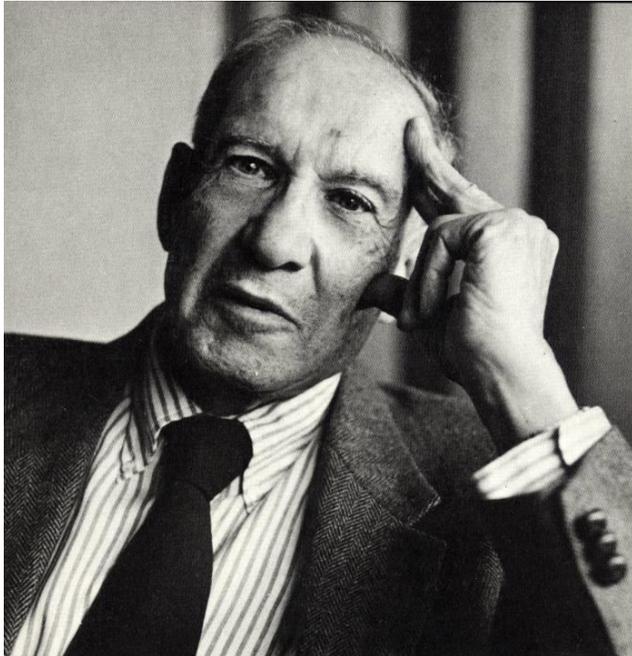
Already several well established Operators are heavily investing on the topic.

We should not forget that, Automation (aka Digitalisation) whenever and wherever is introduced, returned its investment in short time!



Thome Group – SG Operational Centre
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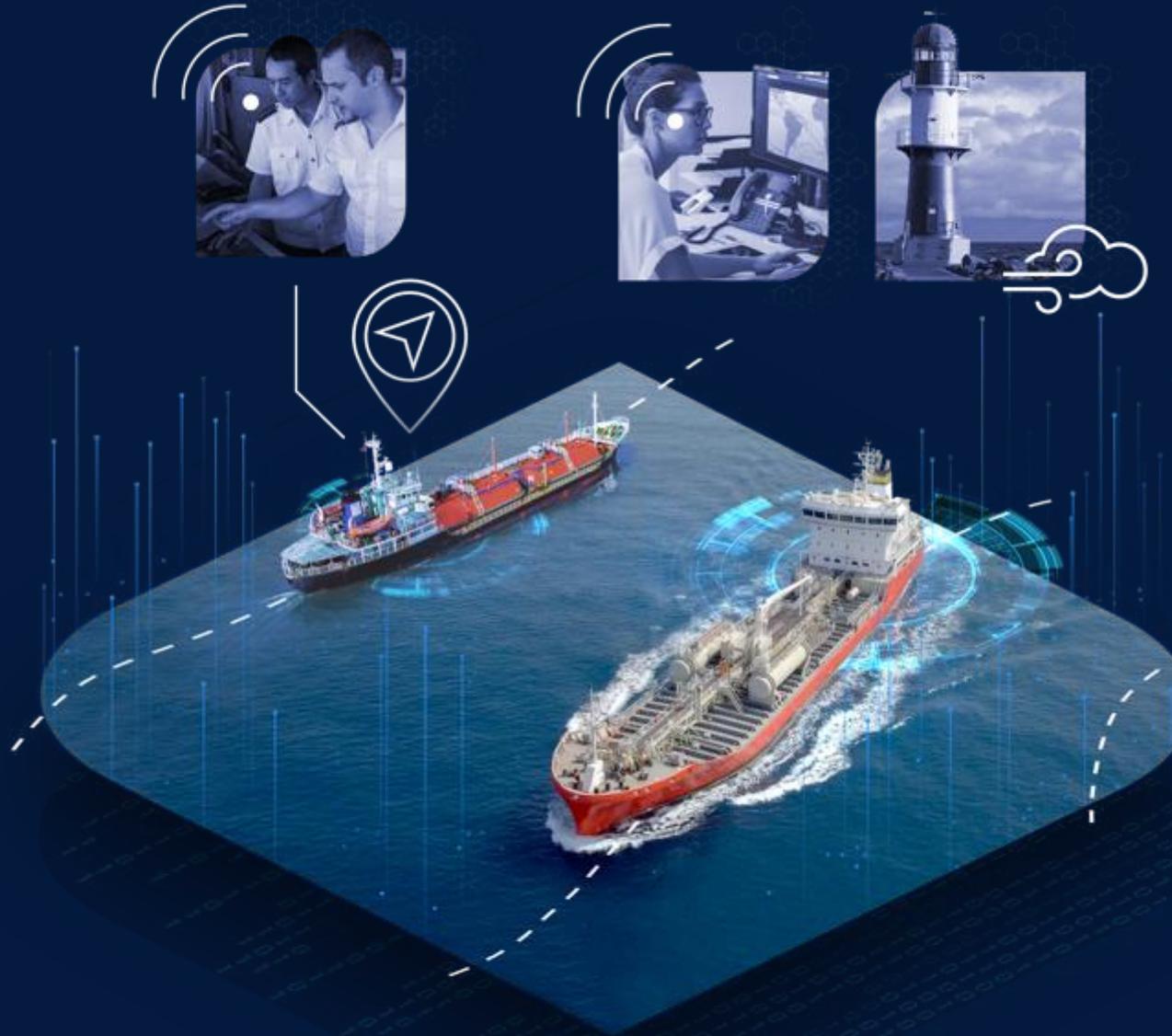
Change is not inevitable, but one thing is certain: eventually some will step in to fill the gap!

“The best way to predict the future, is to create it”

Peter Drucker
(1909-2005)

About OneOcean

OneOcean is the largest global supplier of voyage solutions for the maritime industry. Our innovative solutions connect ships and shore-side teams, providing our customers with the visibility and real-time information they need to support decision making and drive operational excellence.



Thank you

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