

SeaIntelligence Consulting

Digitalisation of maritime industry Through the pandemic and beyond

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Starting point: Pre-Corona, End-2019

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The Digital Shift
How to manage it

Is shipping going to be disrupted?



Get your base data in order

How do you ensure your data are accurate?

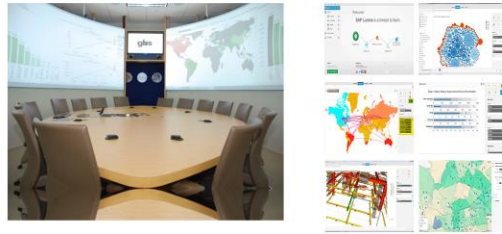


For example:

- Quality of the fuel actually loaded?
- Actual contents of the containers on container vessels?

Manage the gap between humans and computers

Humans need to be involved in the decision making – if not, then the computers are often overruled and do not add value



We need to learn from the past

Many of the "new" initiatives we see are in reality not new

- 2007: Youship
- 2006: Global Slot Network
- 2000: Topflight rate benchmark
- 2000: Bolero electronic Bill of Lading
- 1998: tradexonline: Equipment optimization
- 1998: GoCargo, eRateRequest



The key is the underlying business processes, not the technology itself

October 2019

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Cybersecurity remains a problem

Attacks continue to happen

Attacks happen both on-shore and on the vessels as well as in IoT devices



What should we then do?

- 1: The change is happening !
- 2: The change is gradual, not revolutionary
- 3: Get involved with start-up companies
- 4: Focus on solutions which can be implemented in the existing environment
- 5: There must be a short to medium term financial pay-back



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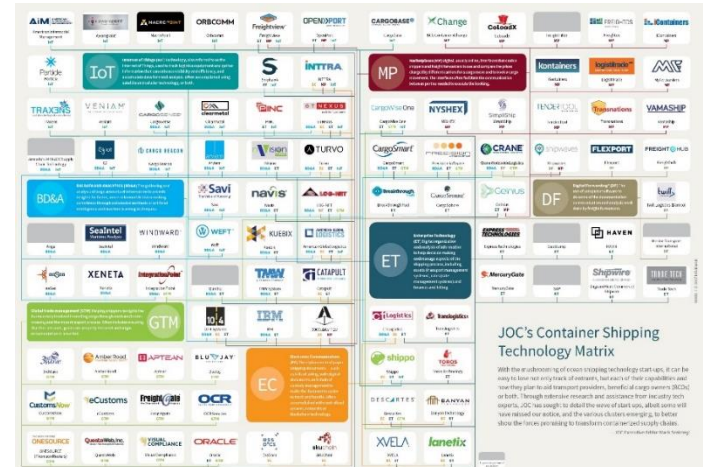
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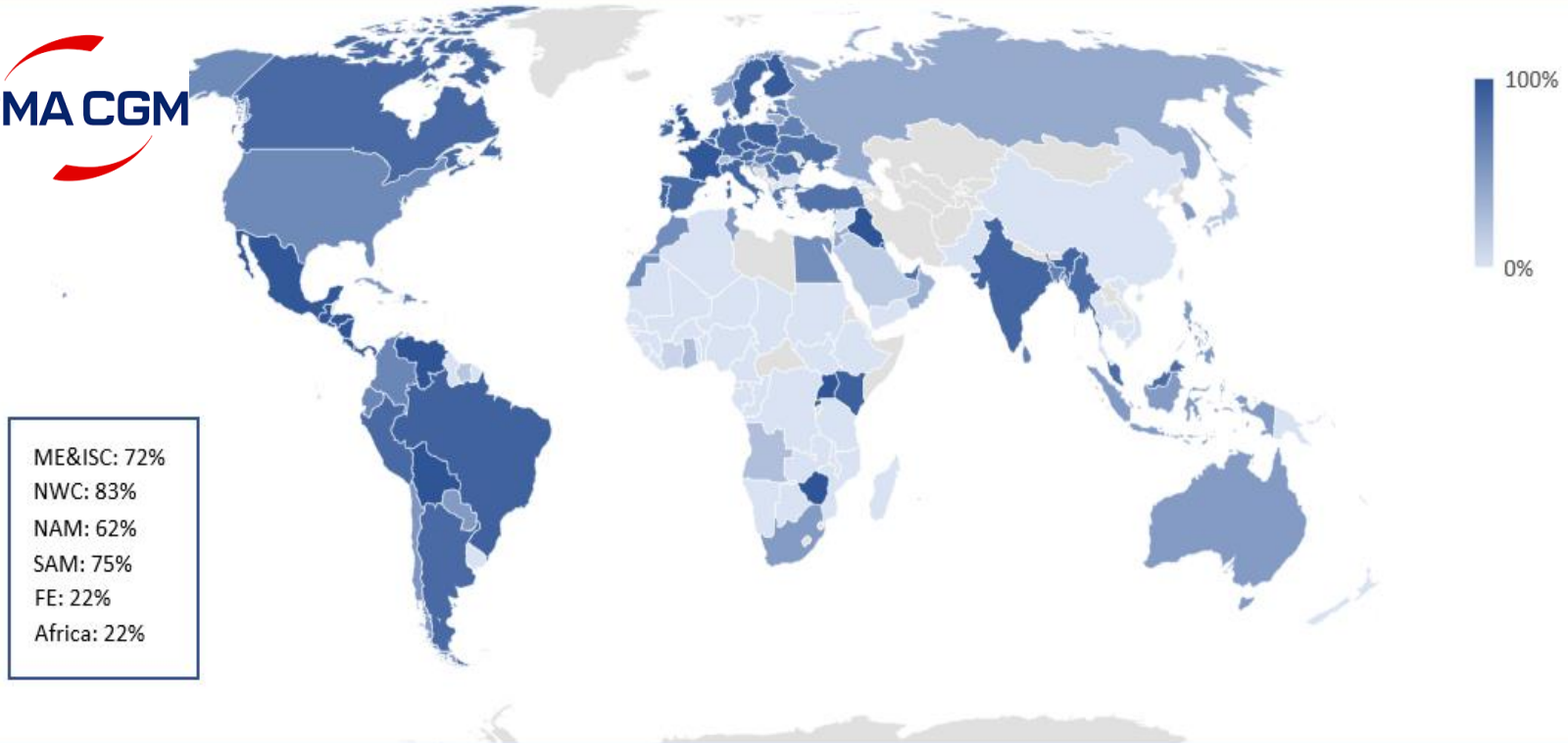
Pandemic: Digital accellerant

- Explosion in digital initiatives in the past years
- Many in pilot testing phase prior to the pandemic
- Right now: “Battle test”
- Will result in rapid weeding out between what adds value and what does not
- Also now: clear identification of manual barriers in need of digitization



When in need.....

HOME OFFICE COVID NOVEMBER 26th 2020



Total of 51 % of worldwide HC in Home Office

Suddenly governments act

India CBIC Allows Paperless Customs Clearances, E-Submission of Documents for Imports

15 April 2020



The **Central Board of Indirect Taxes and Customs (CBIC) of the Government of India** released a **circular** allowing paperless customs clearances and permitting electronic submission of documents to speed up imports. These include raw materials, such as active pharmaceutical ingredients, used in manufacturing medicines against the new coronavirus, COVID-19. This initiative took effect on 15 April 2020.

Webinar Deliberates Gender Dimensions of Trade Facilitation in the BBIN Subregion



A webinar organized by CUTS (Consumer Unity and Trust Society) International on 30 October 2020 deliberated the findings...

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Bangladesh Foreign Minister Expresses Hope for Bangladesh-Bhutan Road Connectivity



Establishment of road connectivity between Bangladesh and Bhutan would give a boost to bilateral trade between the two...

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Bangladesh, ADB to Fast-Track Projects



Bangladesh and the Asian Development Bank (ADB) have agreed to fast-track projects to help economic recovery and job...

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Fortune favors the well-prepared

- Online sales of container freight from the main liners January 2018: 0%
- Maersk online sale through Maersk Spot November 2020: 53% of spot cargo (approx. 25% of all cargo)
- Hapag-Lloyd launched Quick Quotes in August 2018, strategic ambition to reach 15% by 2023. Run-rate in November 2020: 15%

Big data analytics is entering prime time

Malta Freeport Terminals engages Prodevelop to implement the Big Data and IoT Platform



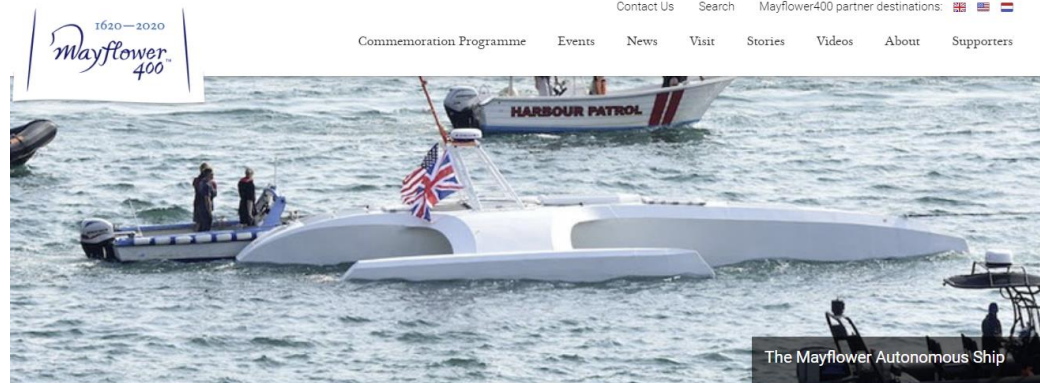
Robotics are getting deployed

Bureau Veritas performs first survey by drone

Wednesday, 04 March 2020 | Navigation, Autonomy & New Technologies



Drone operator with Bureau Veritas surveyor and drone in flight. Image Courtesy of Bureau Veritas.



[Home](#) > [News](#) > [Groundbreaking Mayflower Autonomous Ship revealed to the world](#)

Groundbreaking Mayflower Autonomous Ship revealed to the world

Sep 16, 2020

The Mayflower Autonomous Ship (MAS) was officially named during a special ceremony in Plymouth on the 400th anniversary of the sailing of the Mayflower.

A ceremonial bottle of Plymouth Gin was poured on the ship, before representatives from America, Holland and the

Latest News

Beyond Face company launches new 'Let's Be Frank' digital campaign

Stunning #OneSmallCandle illuminations on display in the Pilgrim Roots region

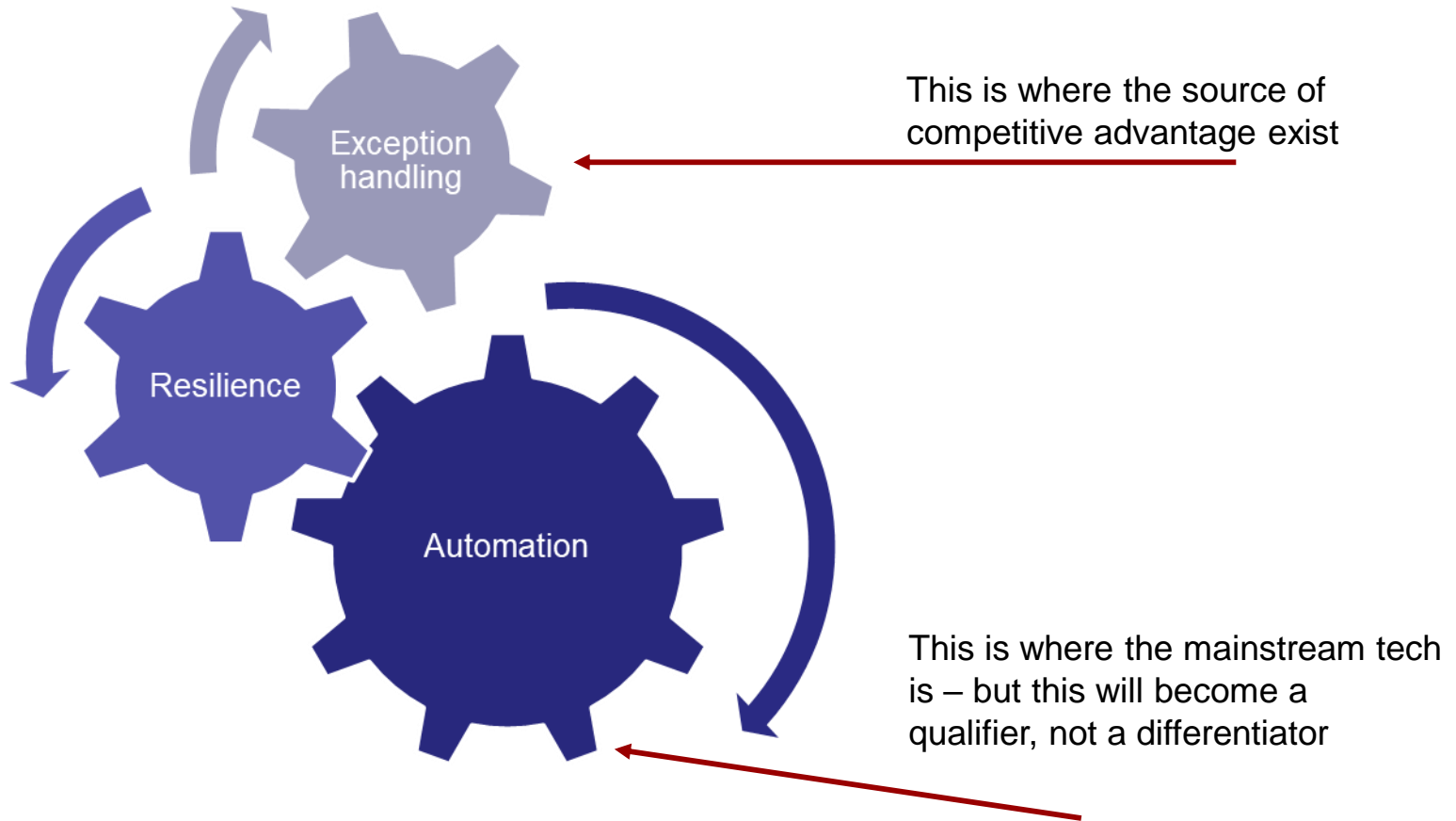
Speedwell lights being switched off to mark National Day of Mourning

Feminist Fusion to host Mayflower 400 'Memoria' online discussion series

A shift in focus: From fantastic to practical

- Increased actual work and focus on creation of standards through for example TIC 4.0 and DCSA
- Increased recognition of the role people play in the transformation

Digitalization / Automation does not in itself convey a sustainable competitive advantage



What comes next?

- The pandemic has sped up a development already under way
- Any aspect of informational exchange between stakeholders in the supply chain will become automatic
- Failure to send and receive information automatically will result in supply chain delays, rendering the party non-competitive
- People in the maritime organizations will become perhaps even more important going forward – but there will be fewer of them
- Technology is not interesting. Usage of the technology is vital.
- The short-term focus will be on extracting business value
- The longer-term focus will shift to digitalization as an enabler for the environmental agenda towards 2050



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Leading expert in the container shipping industry

Copenhagen, Capital Region, Denmark · 500+ connections ·

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