V.Group

# Digital innovation in practice

Jon Key

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# Introduction – Jon Key

- Director of Strategy, Innovation and Transformation at V.Group
- Background in strategy, innovation and transformation over many years in multiple companies, sectors and countries
- Experience within marine in manufacturing, marine services, ship management and in related sectors
- Round-the-World yachtsman.  Grandson of sailor who was sunk twice during the Battle of Atlantic
- Passionate about customers – ship owners and seafarers – and collaboration

# Global leader in marine support services

**44,000** Seafarers **60** Offices **30** Countries **1,000** Vessels

- Leading provider of integrated services
- Market leader in tanker ship management
- Setting the market agenda
- High ethical standards and values

# Innovation in practice

# Digital Innovation in practice

# The Call to Action in Marine

- Environmental efficiency
- Ship intelligence
- Fuel diversity
- Electric ships and systems
- Harsh environments
- New business models
- Ship design flexibility
- Automation
- Connectivity and communication
- AI, data, analytics

# Sailing through the storm

V.Group

## Technical management

Cost effective, safe, reliable, performance enhancing asset management

V.Ships

## Technical services

Selected services in support of qualified, reliable, professional crew

SeaTec

## Supply chain

Sourcing of the best products and services to support vessels and crew

Marcas

## Crew management

Provision of qualified, reliable, professional, and safe crew

V.Ships Crew

## Crew services

Selected services in support of qualified, reliable, professional crew

Oceanic Catering

V.Travel

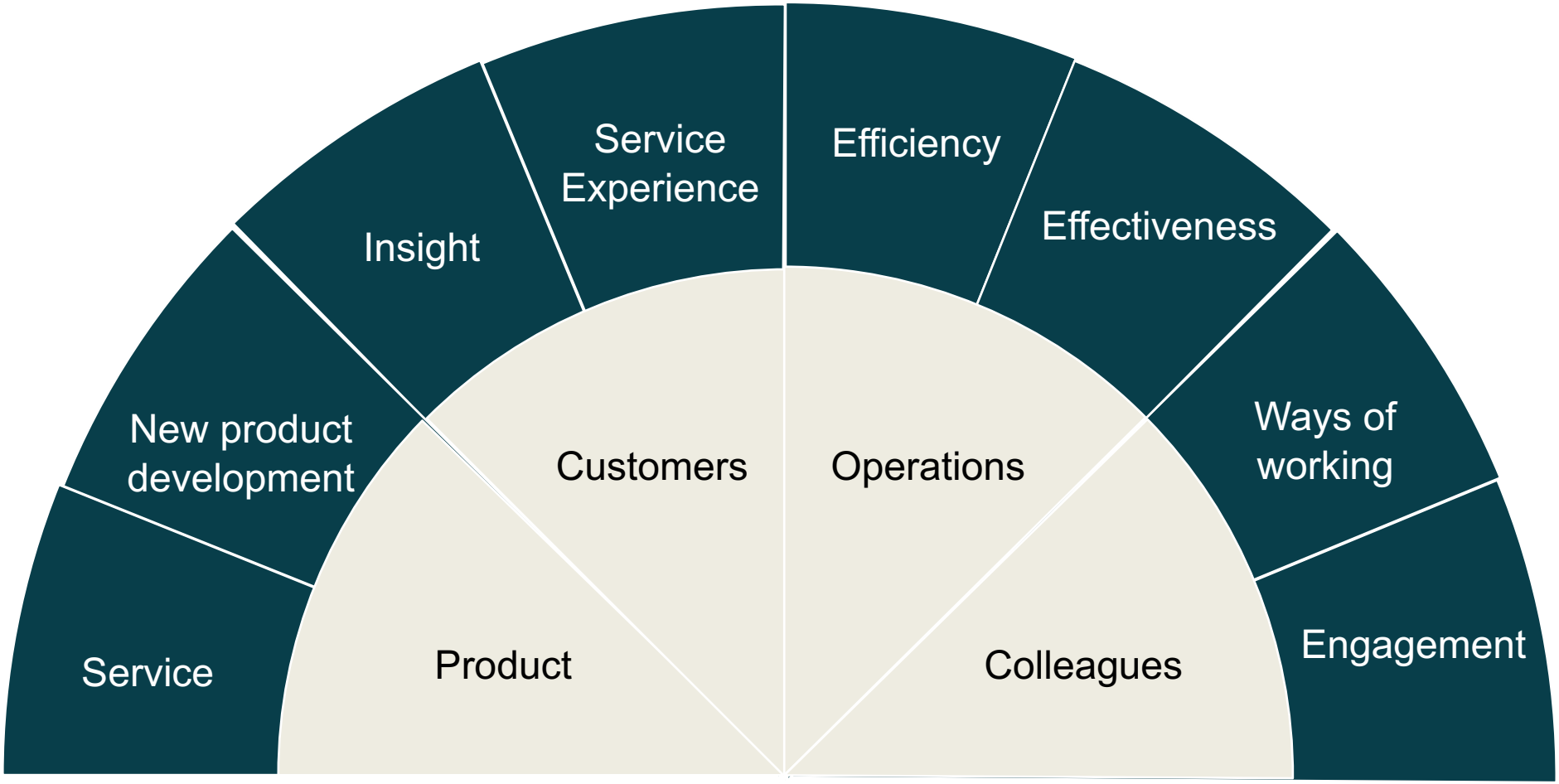
Marlins

## Insurance

Managing risk for ship owners, through insurance services

V.Scope

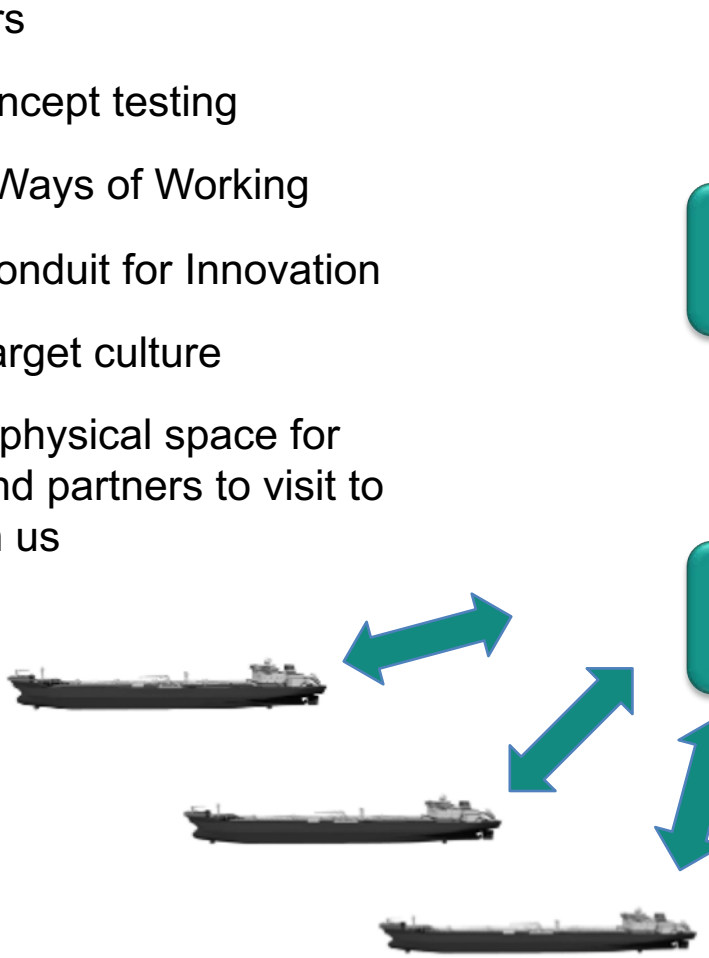
# Innovation can add value in multiple ways

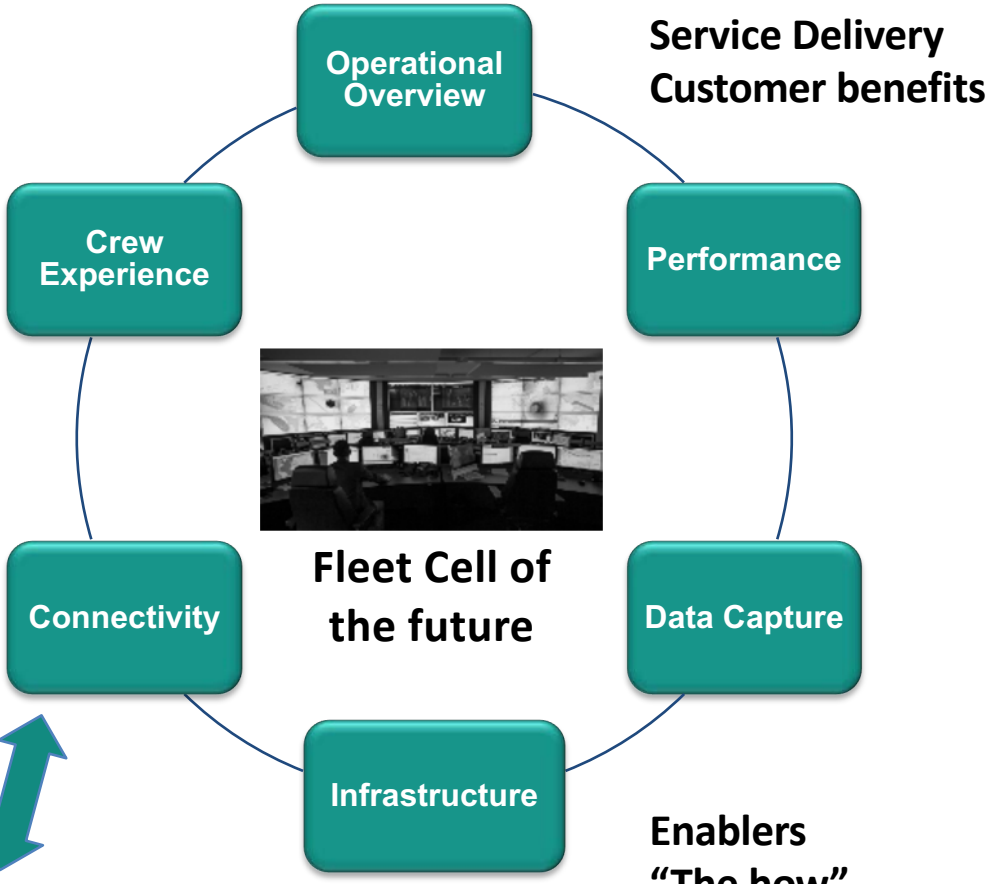


# Creating our own call to action

**Fleet cell of the future: purpose**

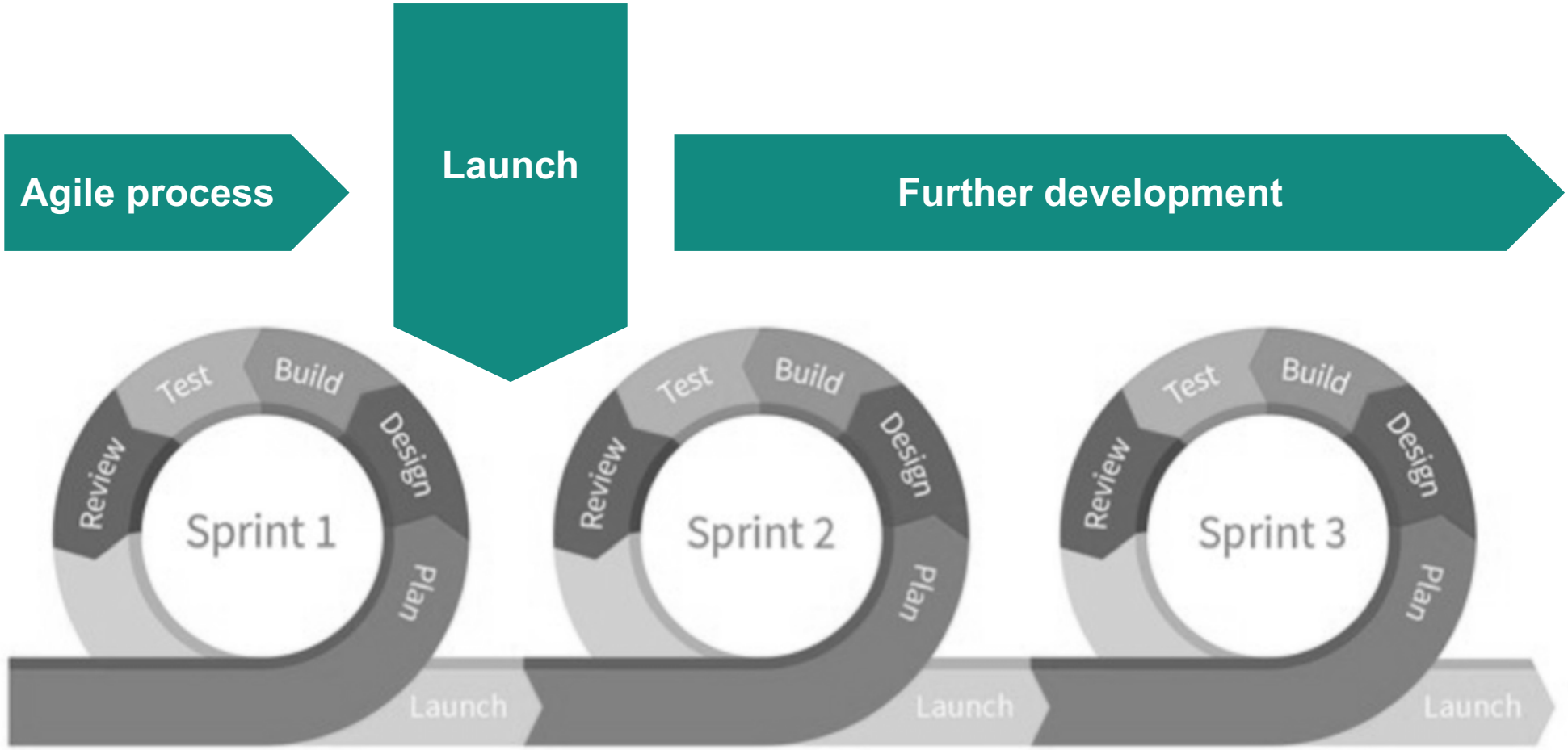
- To enhance vessel performance for our customers
- To enable concept testing
- To test New Ways of Working
- To act as a conduit for Innovation
- To develop target culture
- To provide a physical space for customers and partners to visit to innovate with us



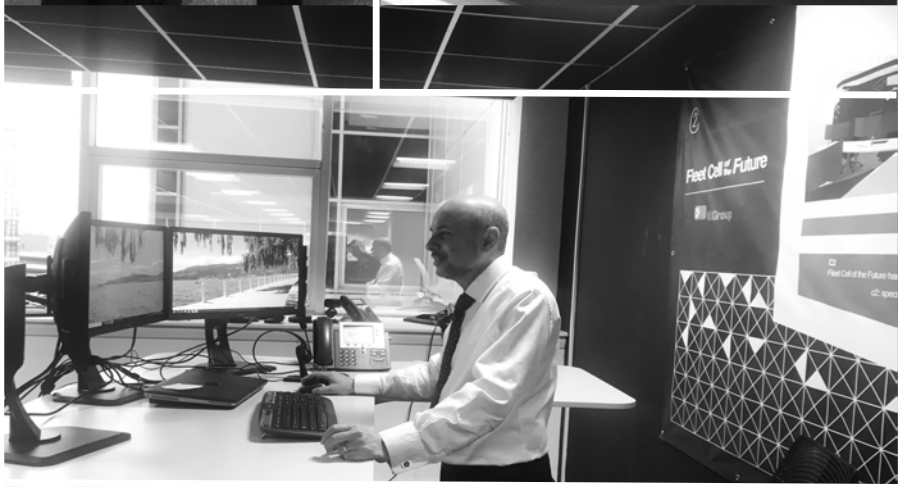


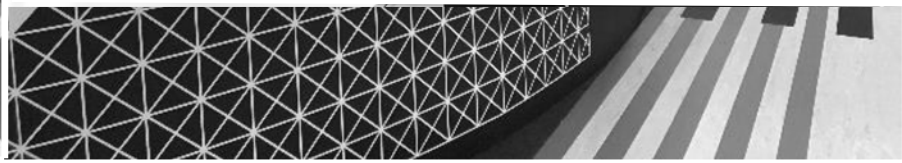
# Fleet cell 5

# Replicating the behaviours in a crisis



# Challenging the way we do things

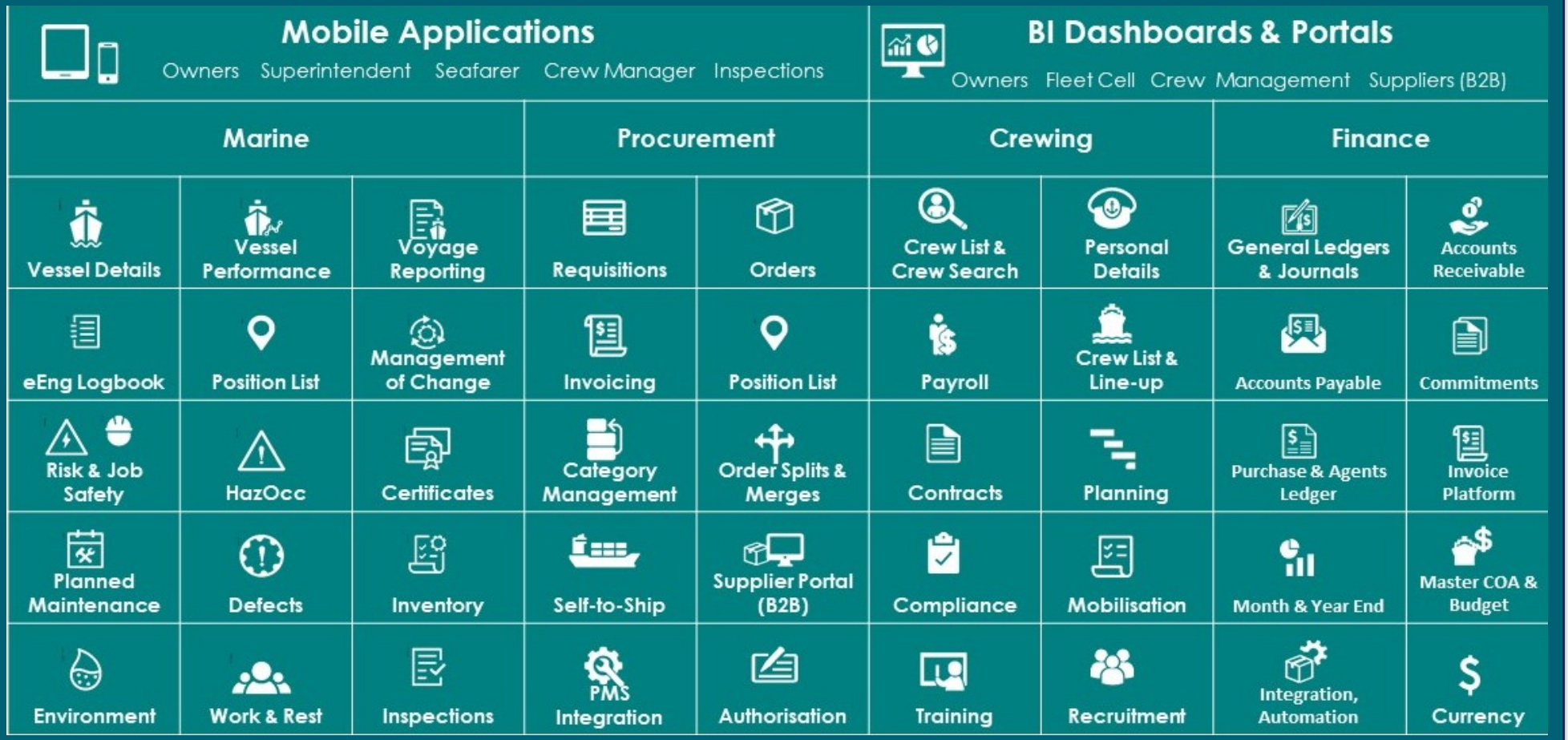


# Collaborative approach

# ShipSure – our marine digital platform

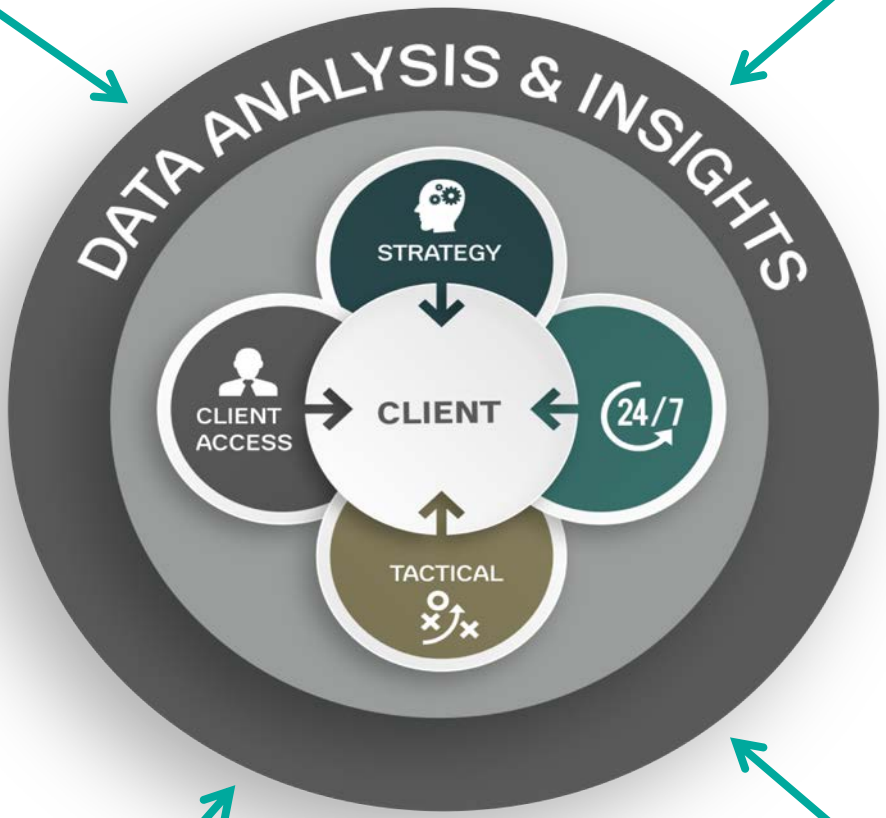
ShipSure 2.0 functions are fully integrated to deliver unique insight to all areas of marine and financial operations…



# Vessel Intelligence & Performance System

**General information**
- ASI
- Route
- Weather
- …

**Live Vessel Data**




**Compliance Services**
- ESI
- Greenship
- EUMRU
- IMO DCS
- …

**Systems performance**

**Vessel performance**

**ME/AE**
- Machinery performance

we **care** / we **collaborate** / we **challenge** / we are **consistent** / we **commit + deliver**

RECRUITMENT

PROFESSIONAL DEVELOPMENT

PLANNING

MOBILISATION

PAYROLL

## We are introducing new technology to enhance the experience of our seafarers, customers & colleagues

# Key ingredients

- A case for change
- A problem to solve
- Value at stake

- A plan
- Collaboration
- Experience
- Ownership

- Courage
- Perseverance
- Luck

# Back to Tony

Questions

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