



COLUMBIA
SHIPMANAGEMENT

Shipping Technology & Digitalization

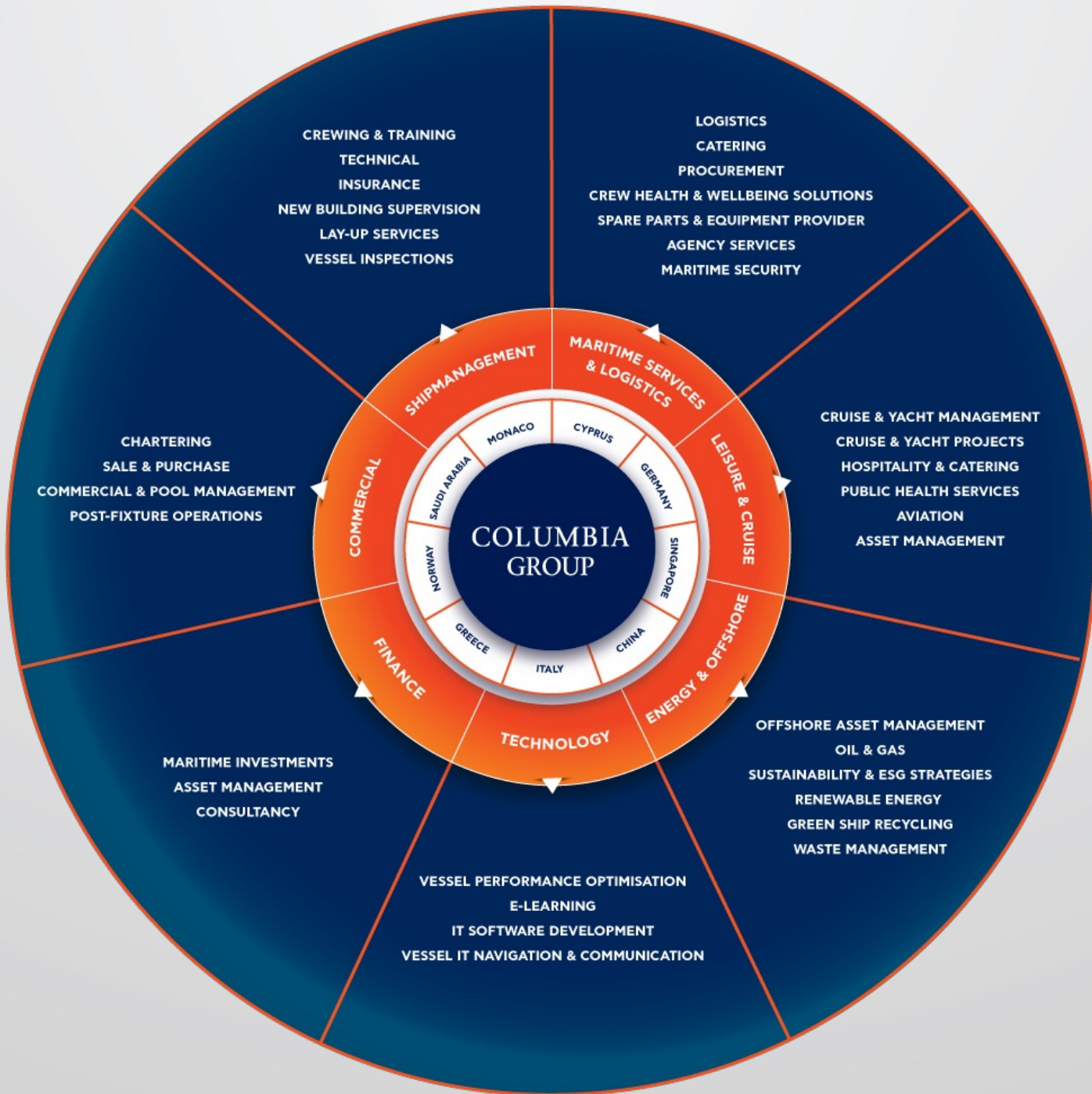
The next 10 years

Core Ship Management Offices



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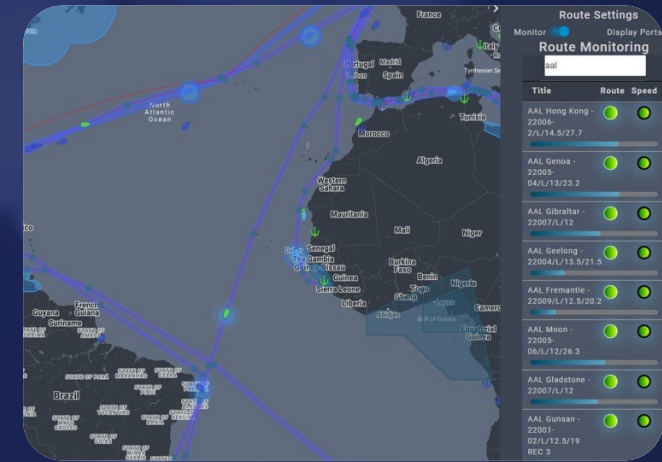


"Unlocking Optimization: Why Efficient Digitalization is Key"

Efficient digitalization has become increasingly essential for optimizing operations across the industry.

Capture and Analyse Data Streams

- In the next ten years, data capture and analysis will become increasingly vital for the shipping industry, enabling businesses to gain deeper insights into vessel performance, supply chain dynamics, and customer preferences, and driving better decision-making and improved outcomes.

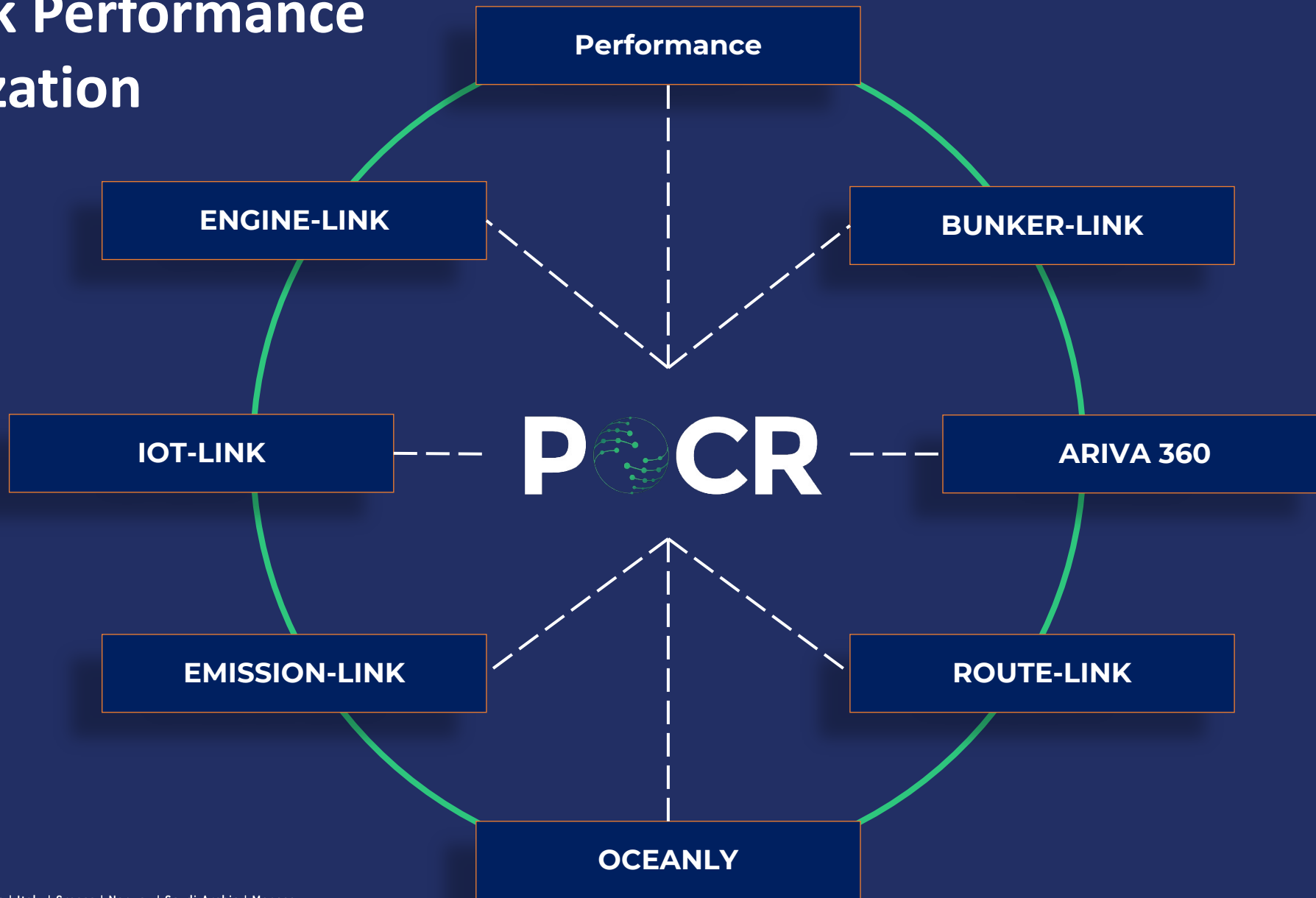


Integration in Day-to-day operations

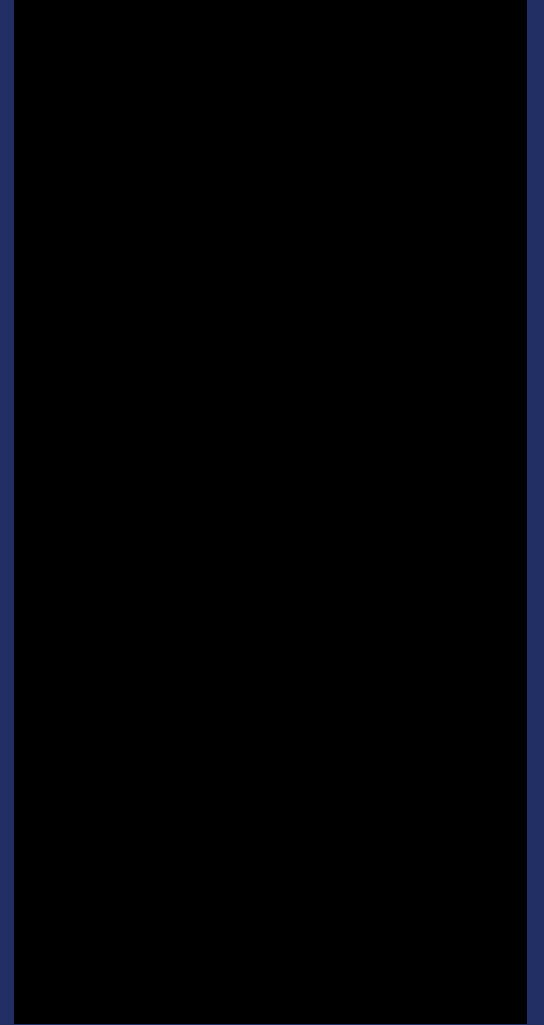
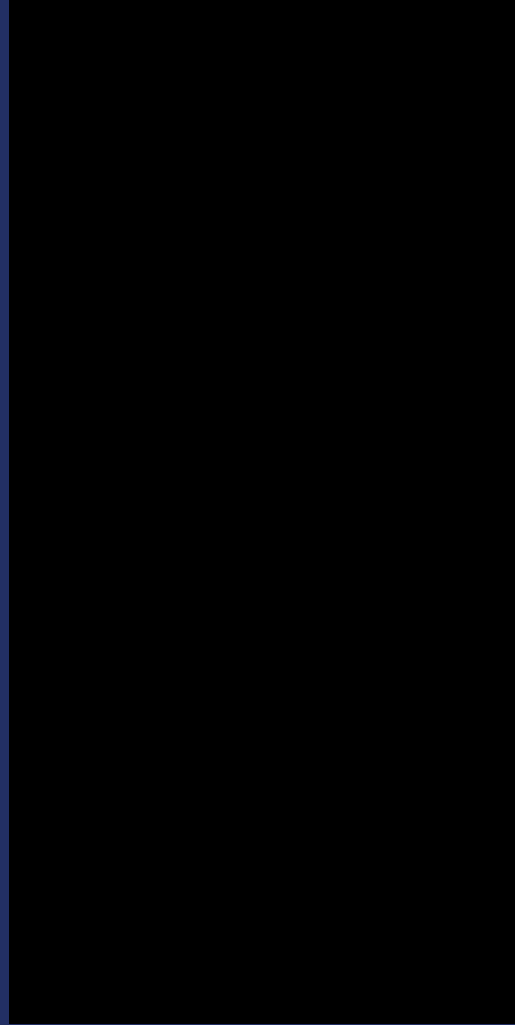
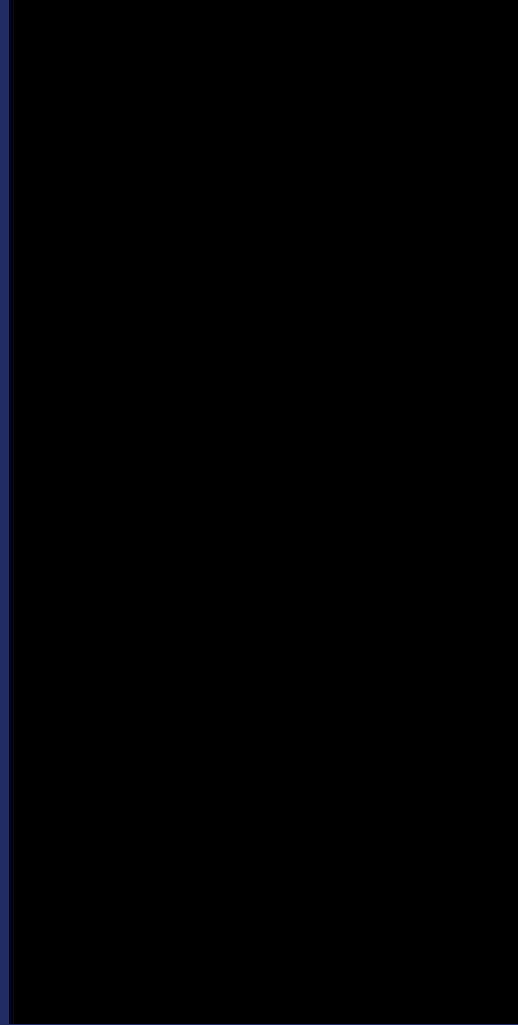
- In the next ten years, digitalization and optimization will transform the shipping industry, enhancing vessel performance, optimizing supply chain logistics, and driving increased profitability for businesses.



OneLink Performance Optimization



'PANGIA - POOCR And Next Generation IoT AI'



Training, Standardization & Cultural Adaptation to Modern Processes across any organization

Standardization

- Standardization is key to unlocking the full potential of digitalization, ensuring consistency and accuracy across systems and processes

Culture

- Embracing digital transformation requires a cultural shift that prioritizes agility, adaptability, and a willingness to embrace change

Training

- Identifying and addressing training needs is crucial for successful adoption and implementation of digitalization strategies



Conclusion

Only with efficient digitalization, cultural adoption and common data standards true optimization can be achieved, paving the way for long-term success in a rapidly evolving industry.

