



# Digital Strategy

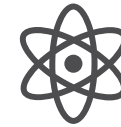
## How to achieve your digital transformation

Elias Divris, Key Account Manager

# The Future of Shipping: 5 Key Trends



**Excessive Capacity**



**Ongoing Industry Consolidation**



**Higher Skilled but Less Crew**

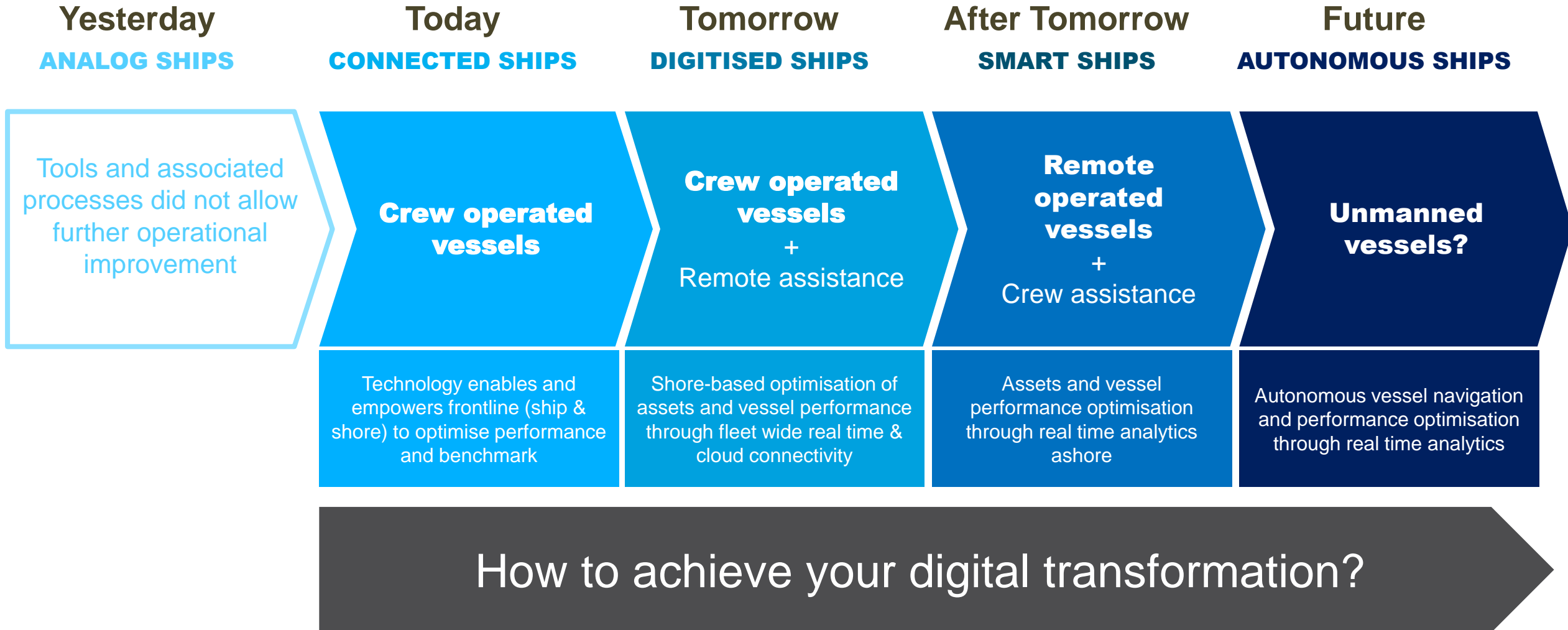


**Increased Regulation**

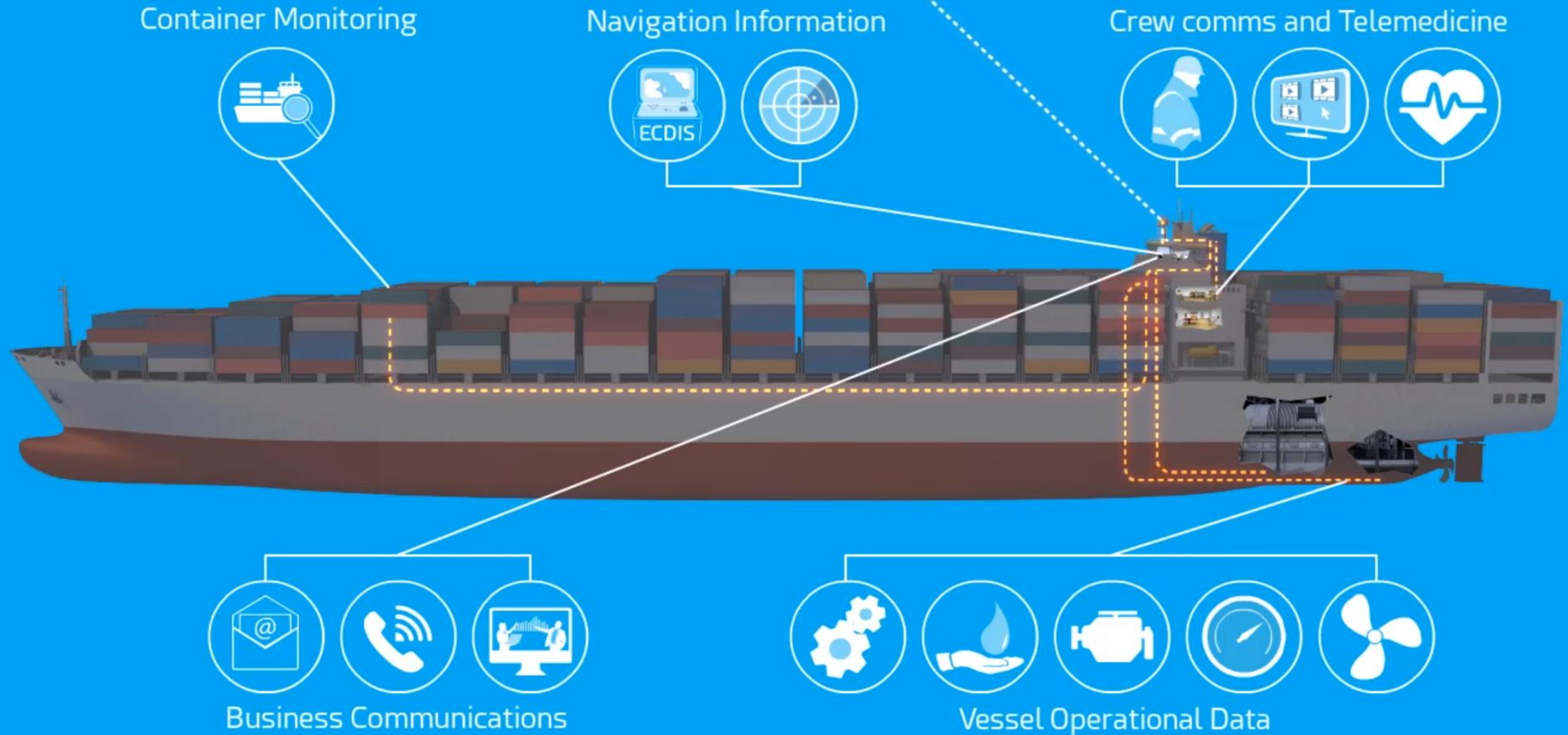


**Digitalisation & Automation**

# Digitalisation@Sea: Today, tomorrow and in the future



# Digitalisation everywhere



# Benefits of Digitalisation



## COMPLIANCE

Increasing regulation relies upon digitalisation for accurate and timely reporting

## INTEGRATION

Data integration empowers shipping companies. Legacy systems need to be updated and integrated to improve processes

## MANAGEMENT & MONITORING

Operations increasingly managed centrally / from shore. Remote diagnostics & monitoring reduces burden of onboard IT

## OPTIMISATION

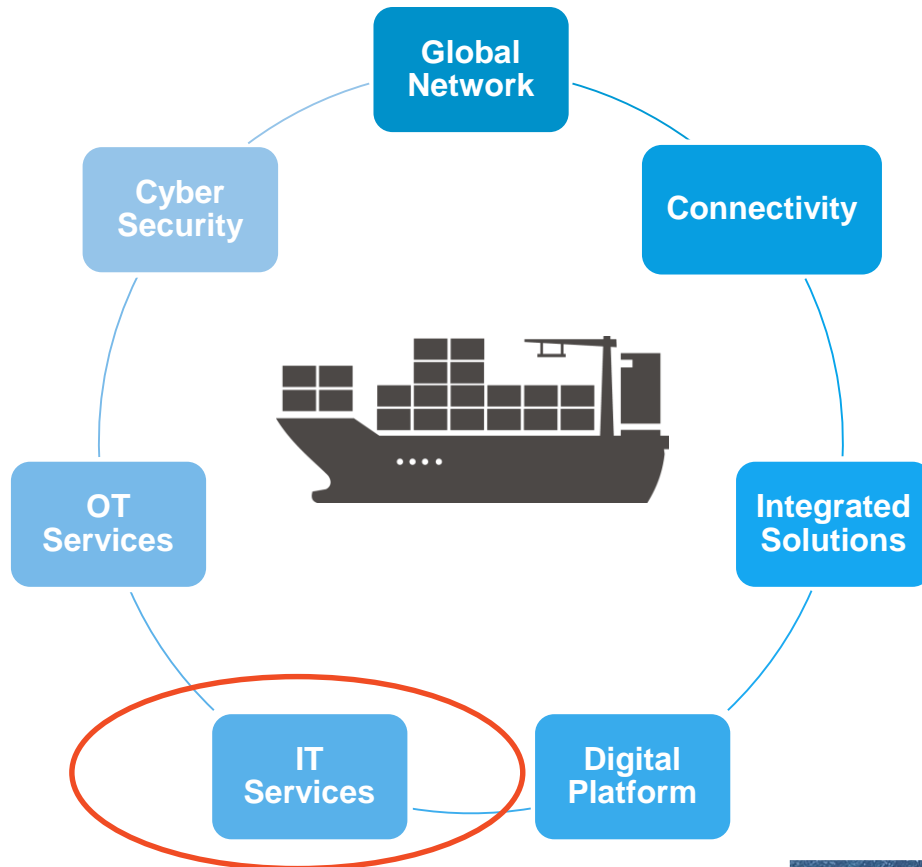
Vessels are only as efficient as its staff onboard. Staff needs to be able to use technology to optimise the entire voyage

*Implementation of technology and digitising processes is an obvious way to **maximise efficiency, run vessels at optimum levels and reduce costs!***

# Integrated Portfolio



## Integrated business-critical connectivity IT and digital solutions



# Standardisation of IT – facilitator for digitalisation



- **Compliance**  
Enforce rules and processes for your IT environment to ensure compliance visibility
- **Cost efficiency**  
Take control of your IT environment and save time and money
- **Productivity**  
Utilise technology to maximise business efficiency and empower your workforce
- **Automation & Remote Management**  
Adopt more automated and remote managed processes to reduce the manual burden on your IT team and crew
- **Security**  
Mitigate cyber threats by replacing outdated software and updating applications across the fleet in minutes



# Competitive Advantages through Digital Transformation

## CASE I: Global bulk carrier operator

### Key Challenges:

- Minimise number of suppliers for Connectivity & IT needs
- Lack of standard processes & onboard infrastructure
- Data collection from OT network as key business enabler
- Global coverage, higher throughput to run new IP applications (video surveillance, data transfer, remote monitoring, etc.)
- Flexibility to increase bandwidth for shorter periods

### Marlink Solutions

- KeepUp@Sea – IT operational platform
- VSAT – Sealink Premium with 1m Global Ku-Band VSAT
- Iridium Open Port
- XChange Power – integrated communication management platform

## Customer Benefits



**Single point of contact** with one capable vendor for connectivity & IT



**Fleetwide standardised, flexible and manageable ICT platform**



**State of the art security** across their entire fleet



**Flexibility to increase bandwidth** as needed



# Competitive Advantages through Digital Transformation

## CASE II: Top 3 Container Vessel Operator Worldwide

### Key Challenges:

- Managing a huge number of vessels
- Digitalisation of their ships:
  - Connectivity: have a seamless satcom connection on entire fleet
  - IT infrastructure: operate vessels as efficiently as possible
  - Securely run and operate a worldwide fleet

### Marlink Solutions

- Sealink VSAT with FB/IOP as backup
- XChange to facilitate and simplify crew communication management and to manage IT equipment remotely
- Data Manager to manage data solutions and services through a secure and simple online portal
- SkyFile Mail and Anti Virus for safe and reliable email and SMS
- KeepUp@Sea to standardise IT environment on entire fleet, to avoid cyber-risks and facilitate fleet roll-out of new ERP system

## Customer Benefits



High performance & stable connection



Less admin workload



More control of onboard equipment



Flexible user management



Quality of service for both corporate and crew

# Competitive Advantages through Digital Transformation

**CASE III:** one of the world's largest marine energy transportation, storage and production companies.

## Key Challenges:

- Improved communication for crew
- Submit higher number of data to shore for remote monitoring and diagnostics
- Need for reliable global broadband connectivity with permanent bandwidth
- Operation become increasingly sophisticated and so are its IT requirements
- Reduce burden to manage onboard IT

## Marlink Solutions

- VSAT – Sealink with back-up included
- 4G – Smart connect
- Virtual Xchange platform, including WiFi
- Full ICT Managed service based on the KeepUp@Sea platform

## Customer Benefits



Improved facilities for crew welfare



More control of bandwidth in use and onboard equipment



High performance & stable connection



Enables 3<sup>rd</sup> party remote diagnostics on equipment



Single point of contact for connectivity, IT and enhanced cyber security



Full IT consultancy, implementation and management service enabling maritime customers to standardise, simplify and automate IT operations at sea

The portfolio is structured around three phases:

**DESIGN – DELIVER – MANAGE**

# Summary



## How to achieve your digital transformation

- Select the right partner combining connectivity and IT know-how and IT capabilities
- Choose a future-proof and multi-band ready, effective high-speed connectivity service
- Ensure implementation of cyber security solutions
- Leverage the available data to improve the vessels' performance
- Empower your staff to use connectivity enabled applications and tools

