



# Contextual Data Driven Decision Making

10.11.2022





# About us



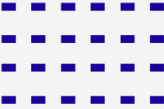
Dataloy Systems is a **Norwegian maritime software company** dedicated to solving some of the world's most complex maritime challenges - to lead the way for increased supply chain transparency and efficiency by developing collaborative solutions for the maritime industry.

We are a **leading provider of voyage management software** and technology that empowers the commercial maritime industry with **visibility, flexibility, and efficiency** to plan, communicate, operate and optimise cargo flows and fleet schedules resulting in improved asset utilisation and more **profitable decisions** related to worldwide chartering and operations.





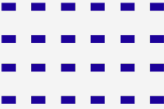
## Our mission



We build collaborative tools for faster and well-informed decisions. So that we can make shipping more efficient and transparent.



# Contextual data



## Do decision makers need more data?

- Data is simply a collection of numbers, words etc.
- The amount of captured data is ever increasing
- The raw data needs to be processed for efficient analysis
- Too many business decisions rely heavily on data and analytical models designed for the status quo. When the context changes, **decision-makers can't keep up.**
- Users need contextual data preferably in real-time

## What is contextual data

- It is only when presented with a context that it becomes meaningful
- Contextual data is the background information that gives us a deeper knowledge of an event, a person, or an object

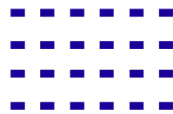
**You don't necessarily need more data.  
You need contextualised data.**





# Maritime Technology Landscape

(Source: Skysail Advisors 2021)



Commercial Operations

Pre-Fixture	Voyage Management	Post-Fixture	Credit & Risk	Fixture Recap

## M&A / Private Equity Transactions

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Vessel Management

Voyage Optimization	Vessel Performance Monitoring	Nautical Charts	Technical Management

## Venture Capital Deals by Stage

<p>Series C or Later and IPO/Exit</p>
<p>Series B</p>
<p>Series A</p>

Intelligence & Analytics

Cargo & Vessel Tracking	Satellite AIS	Market Data & Forecasts	Vessel Valuations



# Partner Ecosystem





# The critical building blocks



- 01** A open solution adaptable to your environment with predefined data models and processing for the business context of your industry
- 02** Intuitive and consistent user interface
- 03** Agile, scalable and mobile
- 04** Platform thinking: an open and seamless ecosystem, providing an optimised and proven data architecture



# Typical chartering decision making

**VOYAGE**  
Ocean Dolphin | ODO001 | Nominated

Overview | Cargo | Bunkers | Various Cost/Revenue | Organisational Data | Analysis | Comments

TCE	19,778 USD	Days Total	40.80 days	Distance Total	5,654 nm	Bunker Cons.	408 MT	EE01	73.21 gCO2/NM	Days in Port	21.03 days
Contribution	806,980 USD	Ballast	0.46 days	Ballast	149 nm	Ballast	7 MT	CO2 Ballast	30.85 MT	Port Cost	11,468 USD
Result	806,980 USD	Laden	19.31 days	Laden	5,517 nm	Laden	401 MT	CO2 Laden	1,029.71 MT	Handling Cost	0 USD

**Vessel**  
Vessel: Ocean Dolphin  
Ballast Port\*: ROTTERDAM  
Speed Ballast: 13 kn 17 mt  
Speed Laden: 12.5 kn 17 mt  
FO Price: 850.00  
LS FO Price: 0.00  
LS MGO Price: 1,300.00  
MGO Price: 0.00  
TC In Contract: Type to search.  
Daily Hire: 0 USD  
Ballast Bonus: 0 USD  
Address Co.: 0.00 %  
Last Voyage:   
TC Benchmark Percent: 100 %  
TC Benchmark Index: Type to search.

**TCE & Voyage Result**  
TCE: 19,778 USD  
Lock:   
Voyage Result: 806,980 USD  
Lock:

**Schedule**  
Voyage Start Date: 15/09/22 12:00  
Lock:   
Waiting Days: 6.78  
Lock:   
Laydays Commence: 15/09/22 12:00  
Laydays Cancelling: 20/09/22 12:00  
15/09, 12:00 ROTTERDAM Ballast  
15/09, 23:02 - 22/09, 17:02 ANTWERP Loading  
Days In Port: 6.75  
Port Cost: 30,000 EUR  
10/10, 01:11 - 21/10, 14:00 HOUSTON, TX Discharging  
Days In Port: 11.53  
Port Cost: 40,000 USD  
23/10, 06:15 - 26/10, 00:15 MOBILE, AL Discharging  
Days In Port: 2.75  
Port Cost: 40,000 USD

**Performance Cargo**  
Charterer: Big Customer, Charterer: #5999  
Actual Quantity: 10,000 MT  
Commodity: Steel pipes  
Freight Rate: 75.00 USD  
Rule: Rate  
Currency: USD  
Broker Com.: 1.25 %  
Address Com.: 2.50 %  
Various Cost: 0 USD  
Load Rate: 5,000.00  
Rule: mt / day  
Load Laytime Terms: SHINC  
Days Extra in Port: 0.75  
Discharge Rate: 5,000.00  
Rule: mt / day  
Discharge Laytime Terms: SHINC  
Days Extra in Port: 0.75

Lloyd's List Intelligence  
Maritime Intelligence | Informa

Infospectrum  
RIGHTSHIP

SeaCred  
WINDWARD

Bunker Connect  
ClearLynx  
NEREUS  
Shiptech

Bunker Metric  
ENGINE  
OceanConnect Marine  
ZERO NORTH

MAP  
ChartWorld  
NAVTOR  
OneOcean  
StormGeo

AEROSPACE & MARINE INTERNATIONAL  
COACH SOLUTIONS

DTN  
fleetweather

METIS  
OPTIMUM VOYAGE

SOFAR  
StormGeo  
SMHI

weathernews  
WRI  
Z

AXS MARINE  
CHARTDESK  
CompassAir  
NORDIC IT  
SEDNA  
voyager

ClearLynx  
ENGINE  
Marsoft  
S&P Global Platts  
Tradeviews

Clarksons Research  
KPLER  
MSI  
Sea  
VesselsValue

Drewry  
Maritime Analytics  
OELX  
SIGN&L  
VORTEXA

DA-Desk  
DIABOS  
hul  
HAUGEN SOFTWARE  
Laytime-Desk

AXS MARINE  
KPLER  
Oceanbolt  
SIGN&L  
vesseltracker.com

FleetMon  
FreightFlows  
IHS Markit  
Lloyd's List Intelligence  
MarineTraffic  
MarITrace  
OCEANEERING  
POLE STAR  
REFINITIV  
Sea  
stratumfive  
VesselsValue  
Wood Mackenzie  
VORTEXA

# Example: live weather routing

Vessels

Voyages

Cargoes

Port Calls

Distance Table

PLANNING

Capacity Plans

Fleet Plans

Scenarios

Budgets

CHARTERING

OPERATIONS

FINANCE

CLAIMS AND INCIDENTS

ALERTS

SETUP

MASTER DATA

DEVELOPMENT

## Voyages

Charterer	Vessel	Route
	Alta	OSLO → PENANG
	Alta	OSLO → YOKOHAMA
	Dataloy Arrow	OSLO → SINGAPORE
	Ocean Spirit	OSLO → PENANG
	Sea Magic	
	Bergen Spirit	BERGEN → BILBAO
Best Agent	Bergen Marina	TROMSO → STAVANGER
Big Customer	Bergen Mist	BERGEN → SINGAPORE
	RoRo Spirit	ULSAN → LONG BEACH
	RoRo Spirit	
	RoRo Spirit	FAZENDIN... → QINGDAO
Baffin	RoRo Spirit	FAZENDIN... → QINGDAO
Dataloy	RoRo Dataloy	BERGEN → BANGKOK
	Bergen	BERGEN → BANGKOK
	Bergen Nord	TRONDHEIM → CHARLES
	Bergen Nord	BERGEN → STOCKHOLM

## VOYAGE

Alta | 33103 Estimate

Overview

Cargo

Bunkers

Various Cost/Revenue

Organisational Data

Analysis

Comments

TCE	2,073 USD
Contribution	50,504 USD
Result	50,455 USD

Days Total	24.00 days
Ballast	0.42 days
Laden	20.50 days

Distance Total	9,065 nm
Ballast	163 nm
Laden	8,902 nm

Bunker Cons.	2,813 MT
Ballast	46 MT
Laden	2,768 MT

EEOI	960.96 gCO2/INM
CO2 Ballast	144.37 MT
CO2 Laden	8,858.37 MT

Days in Port	3.45 days
Port Cost	2,000 USD
Handling Cost	0 USD

### Vessel

Vessel: Alta | Ballast Port \*: KRISTIANSAND

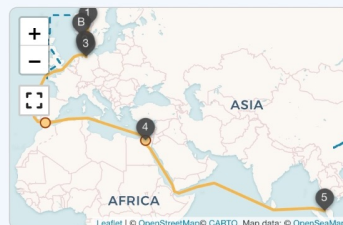
Speed Ballast: 17 kn 88 mt | Speed Laden: 19 kn 134 mt

FO Price: 15.00 | LS FO Price: 10.00 | LS MGO Price: 0.00 | MGO Price: 0.00

TC In Contract: Agent Alfa, 16... | Daily Hire: 2 USD

Ballast Bonus: 0 USD | Address Co...: 0.00 % | Last Voyage:

TC Benchmark Percent: 100 % | TC Benchmark Index: Type to search.



### TCE & Voyage Result

TCE: 2,073 USD | Lock:  | Voyage Result: 50,455 USD

### Performance Cargo

Charterer: Type to search.

Actual Quantity: 1,000 MT | Commodity: Type to search.

Freight Rate: 100.00 USD | Rule: Rate | Currency: USD

Broker Com.: 5.00 % | Address Com.: 0.00 % | Various Cost: 500 USD

Load Rate: 0.00 | Rule: mt / day

Load Laytime Terms: Type to search. | Days Extra in Port: 0.75

Discharge Rate: 0.00 | Rule: mt / day

Discharge Laytime Terms: Type to search. | Days Extra in Port: 0.75

### Schedule

### Routing

Voyage Start Date	Lock	Waiting Days	Lock
14/01/22 16:10	<input checked="" type="checkbox"/>	0.00	<input type="checkbox"/>

Laydays Commence	Laydays Cancelling

Date	Time	Port	Activity	Cost
14/01	16:10	KRISTIANSAND	Ballast	
15/01	02:13	OSLO	Loading	
15/01	20:13	OSLO	Port Cost	0 USD
16/01	17:57	KIEL CANAL	Canal Passage	
16/01	22:45	KIEL CANAL	Port Cost	0 USD
17/01	02:45	HAMBURG	Loading	
17/01	20:45	HAMBURG	Port Cost	0 USD
26/01	06:42	SUEZ CANAL	Canal Passage	
27/01	06:42	SUEZ CANAL	Port Cost	0 USD
07/02	13:58	PENANG	Discharging	
08/02	07:58	PENANG	Port Cost	0 USD

Comment

Help



# Challenges



- 01** Intuitive and consistent user interface
- 02** Scalability
- 03** Mobile
- 04** Security
- 05** Standards for developers
- 06** No dependencies on Dataloy Systems
- 07** No dependencies on data-model

# Challenges - advanced decision making

The screenshot displays the Dataloy VMS interface, which is used for managing shipping operations. The interface is divided into several sections:

- Left Sidebar:** Contains navigation menus for CORE, PLANNING (Capacity Plans, Fleet Plans, Scenarios, Budgets), CHARTERING, OPERATIONS, FINANCE, CLAIMS AND INCIDENTS, SETUP, MASTER DATA, and DEVELOPMENT.
- Top Header:** Shows the application name "Dataloy VMS" and version "V5.47.1". It also includes a "MASTER" dropdown menu and user profile icons.
- Main Content Area:**
  - Commitments:** A list of shipping commitments with columns for "Premium Shipping", "Hydroelectro", "Yara", "Millennium Shipping", and "Best Agent". Each entry includes details like route (e.g., Pohang - Houston Tx), commodity (e.g., Windmill towers), and dates.
  - Voyage Details:** Three detailed views for vessels "Bergen Spirit", "Borg 1", and "Borg 1". Each view shows a timeline of events (e.g., Lake Charles La Ballast, Panama Canal, Yantai, Benicia Ca, Manzanillo Mex) with associated dates and times. It also displays "Shipper 1" and "Shipper 2" information with capacity and commodity details.
  - TCE (Time Charter Equivalent):** Values are shown for each vessel, such as -1,393 USD for Bergen Spirit, 13,558 USD for Borg 1 (6010712 | PSEA), -10,561 USD for Borg 1 (7992), and 5,226 USD for Borg 1 (6010486 | PSEA).

**Questions?**