Developing a
Digital Company

Wilhelmsen **Ships Service**
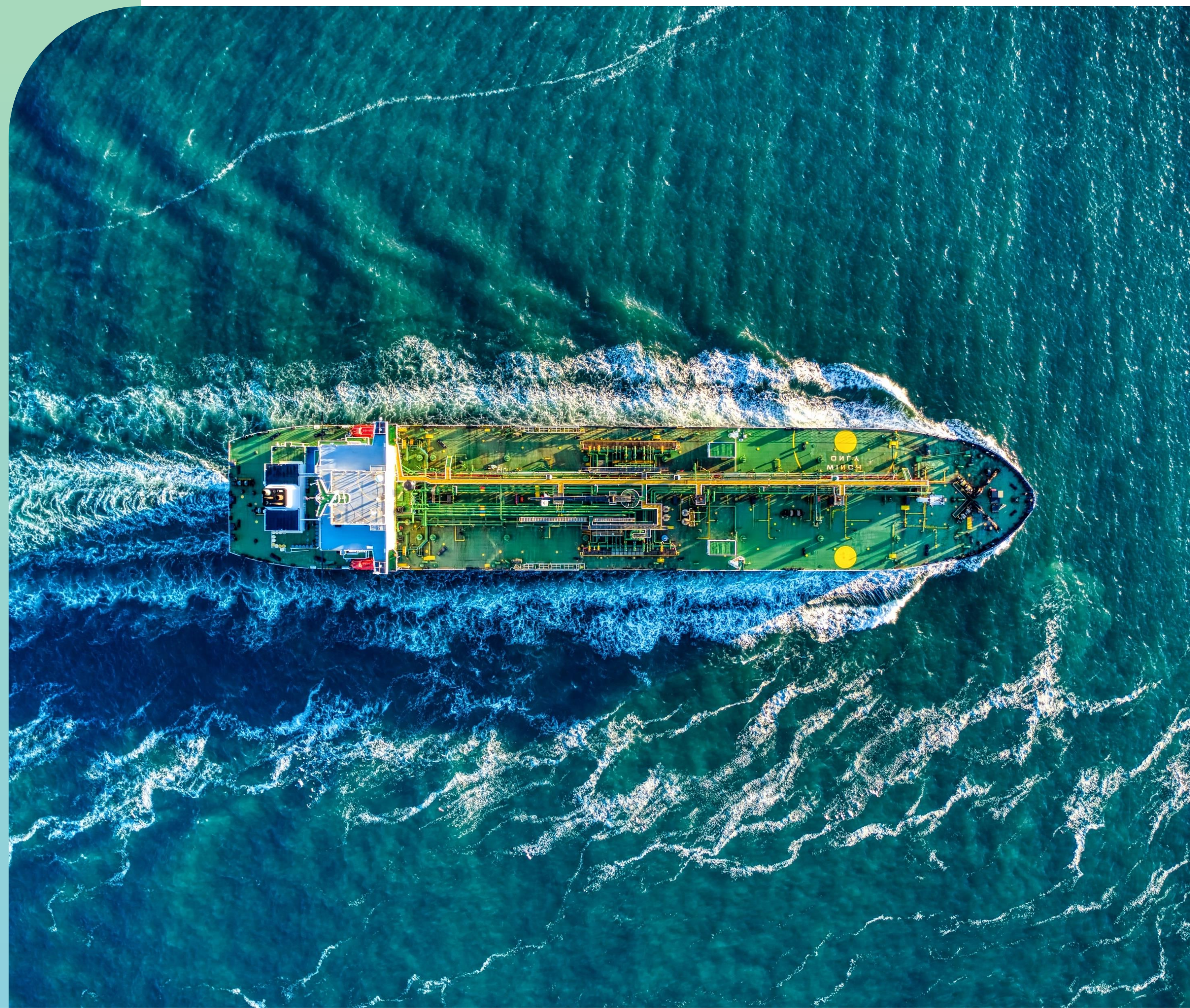
Agenda

01

Building Digital Products

What trends to we are considering when creating the next generation of digital products

02

Building Digital Capabilities

And the *one* consideration to rule them all

Wilhelmsen?

Wilh. Wilhelmsen Holding ASA

Maritime Services	New Energy		Strategic holdings and investments	
Ships Service	NorSea	99%	Wallenius Wilhelmsen	38%
Port Services	edda wind	25%	Treasure ASA	77%
Ship Management	REACH SUBSEA	21%	QUBE	~ 2%
Global Business Services	Topeka	100%		
Insurance Services	massterly *a Kongsberg Wilhelmsen joint venture*	50%	WilNor Governmental Services	100%
Wilhelmsen Chemicals	RAALABS	100%		
	DOLITTLE	46%		
	loke	18%		

(All Maritime Services companies are 100% owned)

(Complete list of New Energy investments available on Wilhelmsen.com)

Maritime Services

- **Ships Service** Providing solutions and essential consumables to all vessel types

- **Port Services** Looking after vessels' interests when calling at port and during canal transits

- **Ship Management** Operating vessels on behalf of ship owners and operators

- **Global Business Services** Supporting global businesses with professional IT, Finance and HR

- **Insurance Services** Offering maritime specific insurance brokering and advice

- **Wilhelmsen Chemicals** Producing leading marine and consumer chemical products

Who am I?

Digital Products Lead,
Wilhelmsen Ships Service
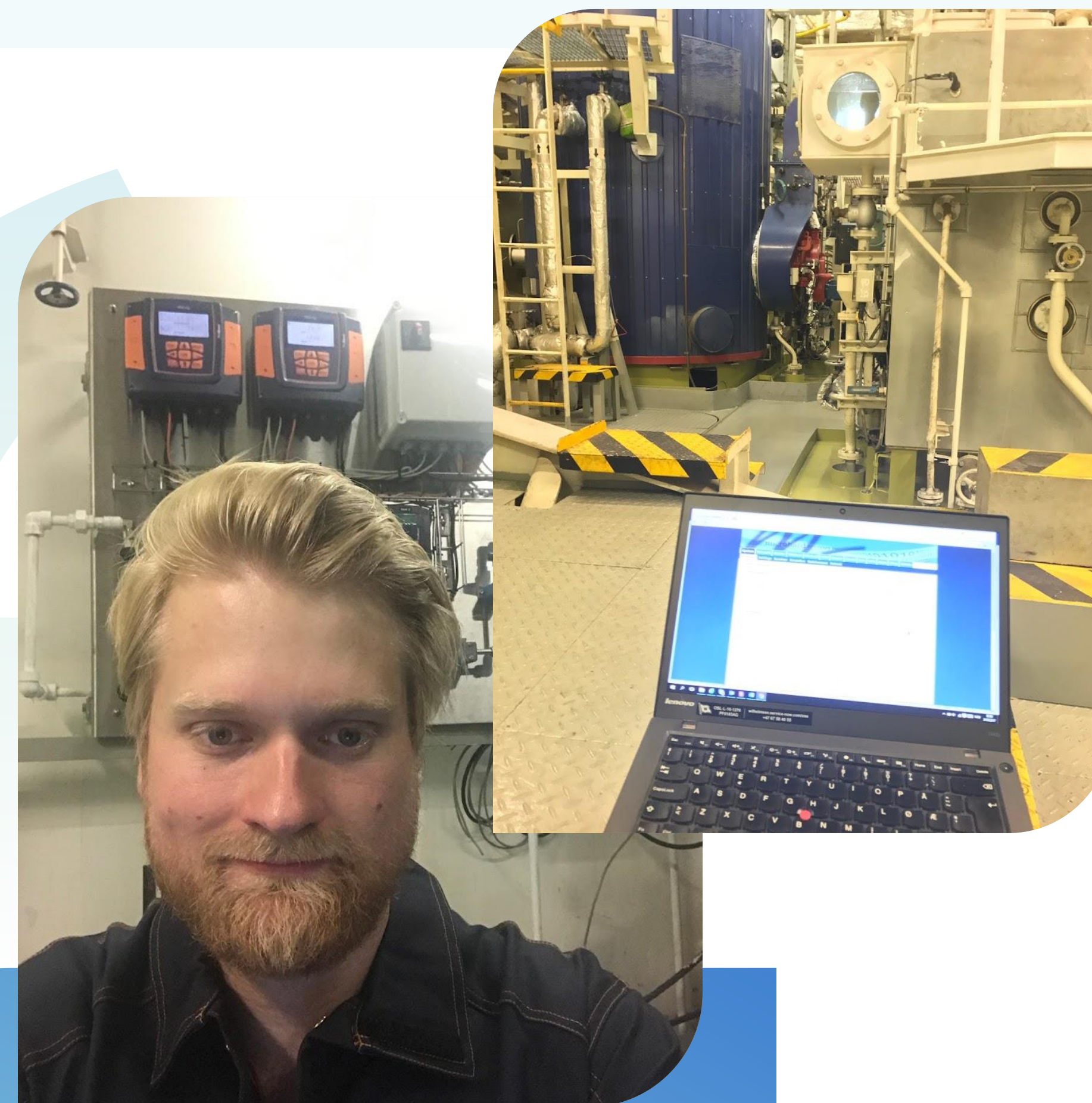
Magnus Dickens
Magnus.dickens@wilhelmsen.com

Expectations

Reality

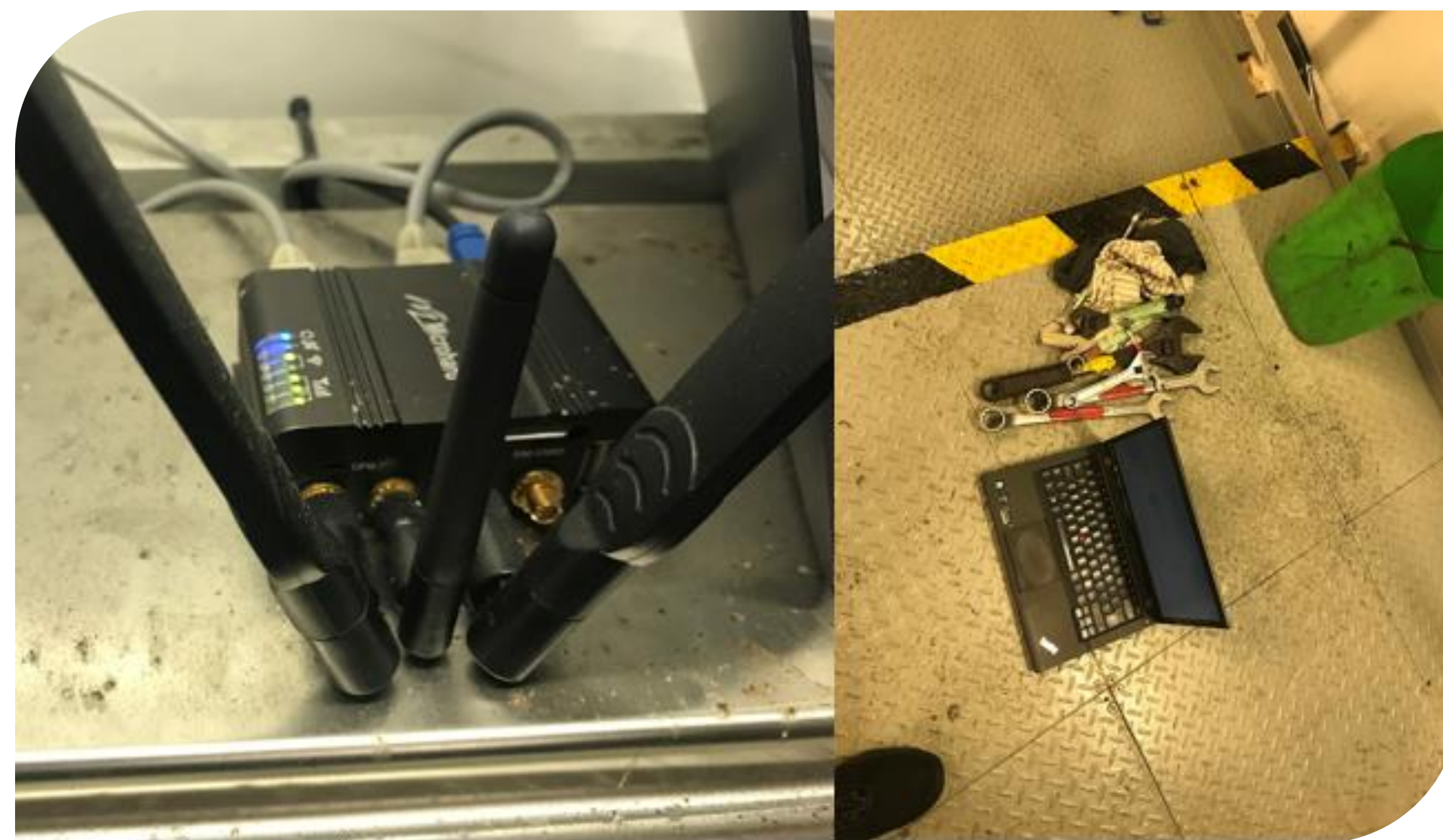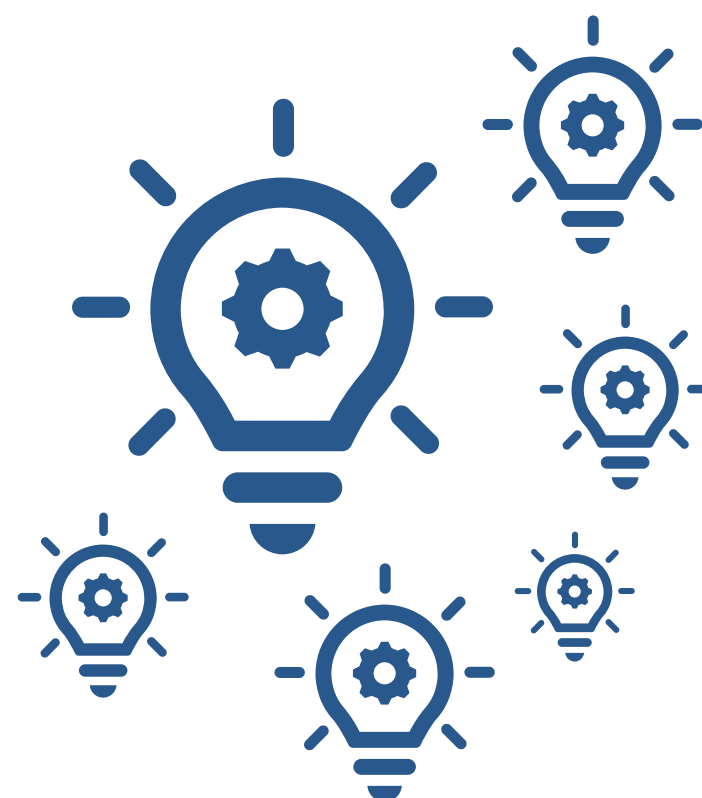# We develop digital products that go hand in hand with our core products

Ropes

Water Treatment

Wilhelmsen Ships Service offer the marine industry a substantial range of marine products that is needed onboard vessels...

LMP Line Management Plan
by Wilhelmsen
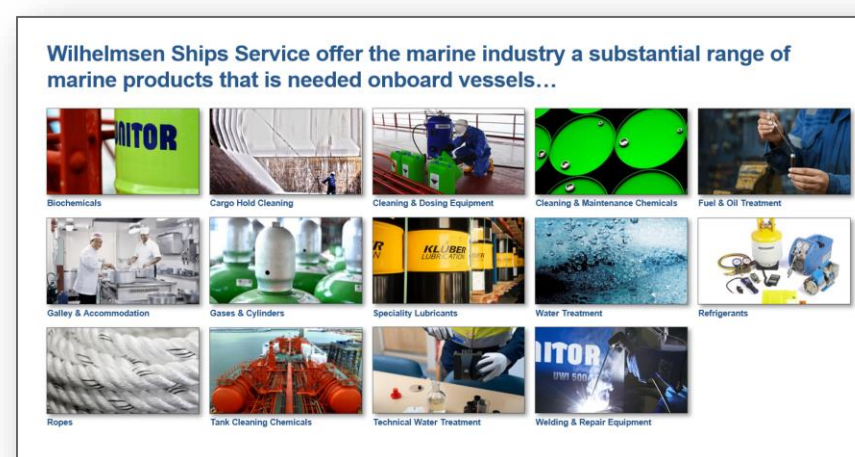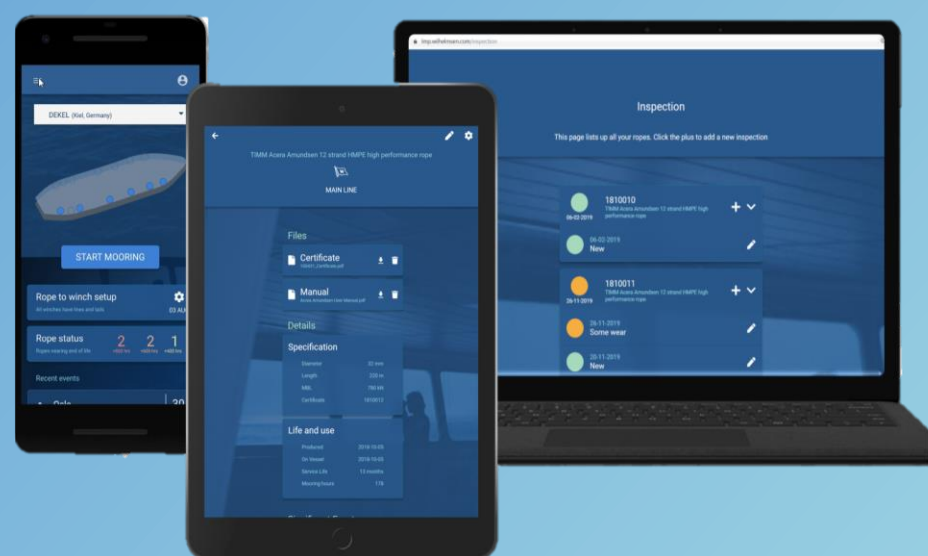
WP Waterproof
by Wilhelmsen

We expect increased connectivity onboard

Projected maritime VSAT capacity – DNV GL 2020[2]

- GBs per second

Resulting in an increased opportunity space

BUSINESS IMPACT

MARITIME 4.0

AUTONOMOUS VESSELS & SMART PORTS

INTEGRATED VALUE CHAINS

CONNECTED VESSELS

COMPLEXITY / TIME
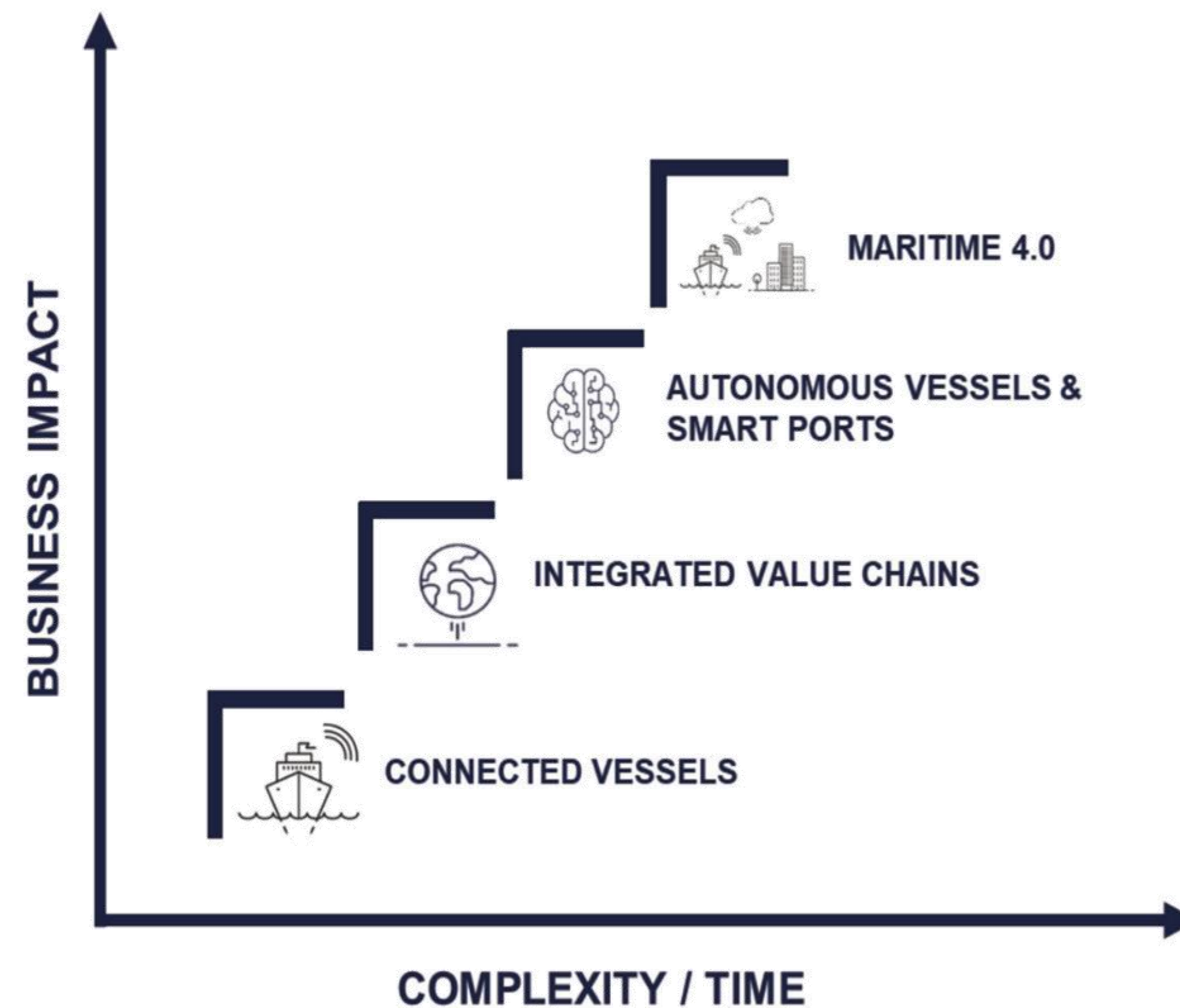
Hype or yesterday's news?

Connectivity is seen as a key strategic enabler

Odfjell cements deal with Marlink to support cloud-based digital strategy

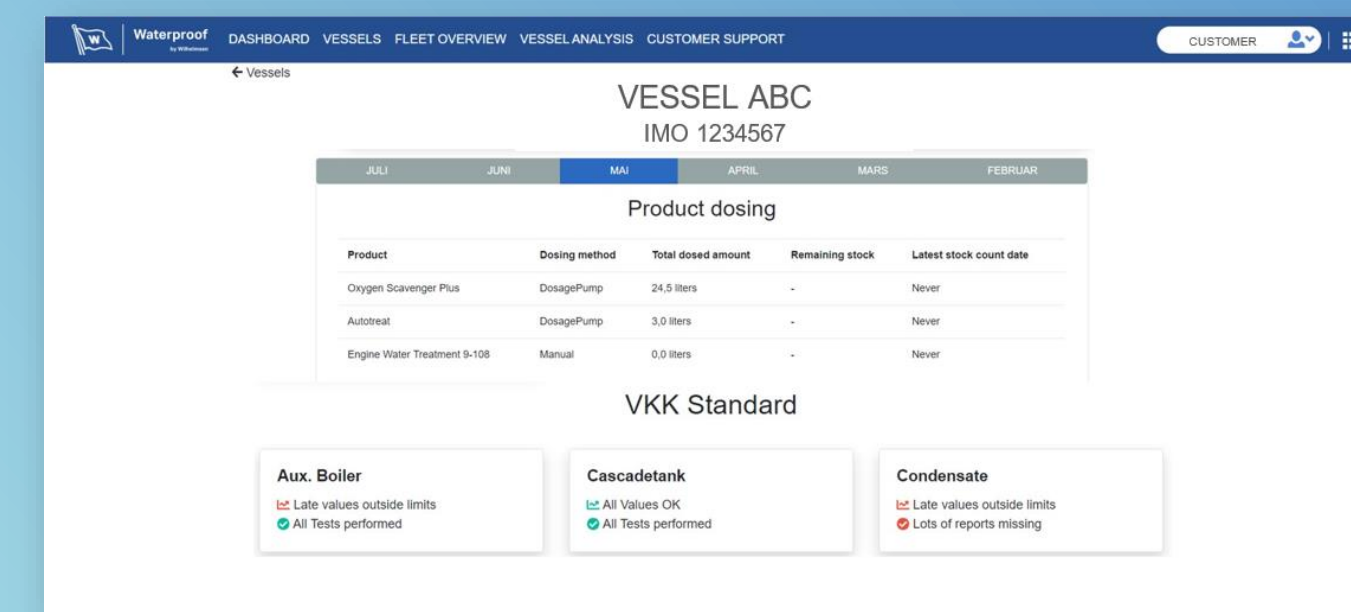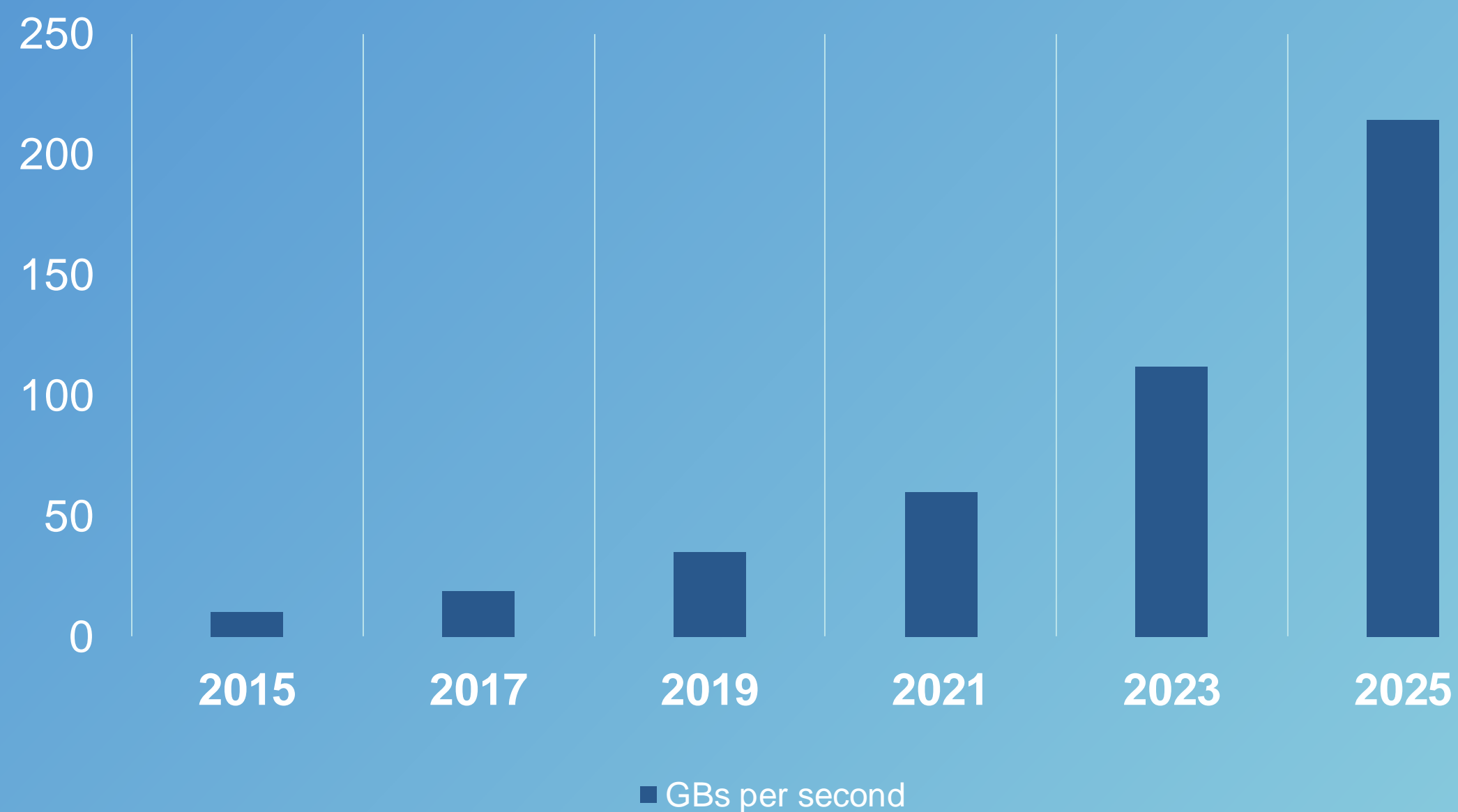Wednesday, 26 October 2022 | Communications & Cyber Security

Odfjell Management has signed a deal with Marlink to provide hybrid connectivity across 52 vessels and support Odfjell's cloud-based digital strategy.

Emerging solutions are becoming commercially viable

PRESSEMELDING - 13. OKTOBER 2022 12:17

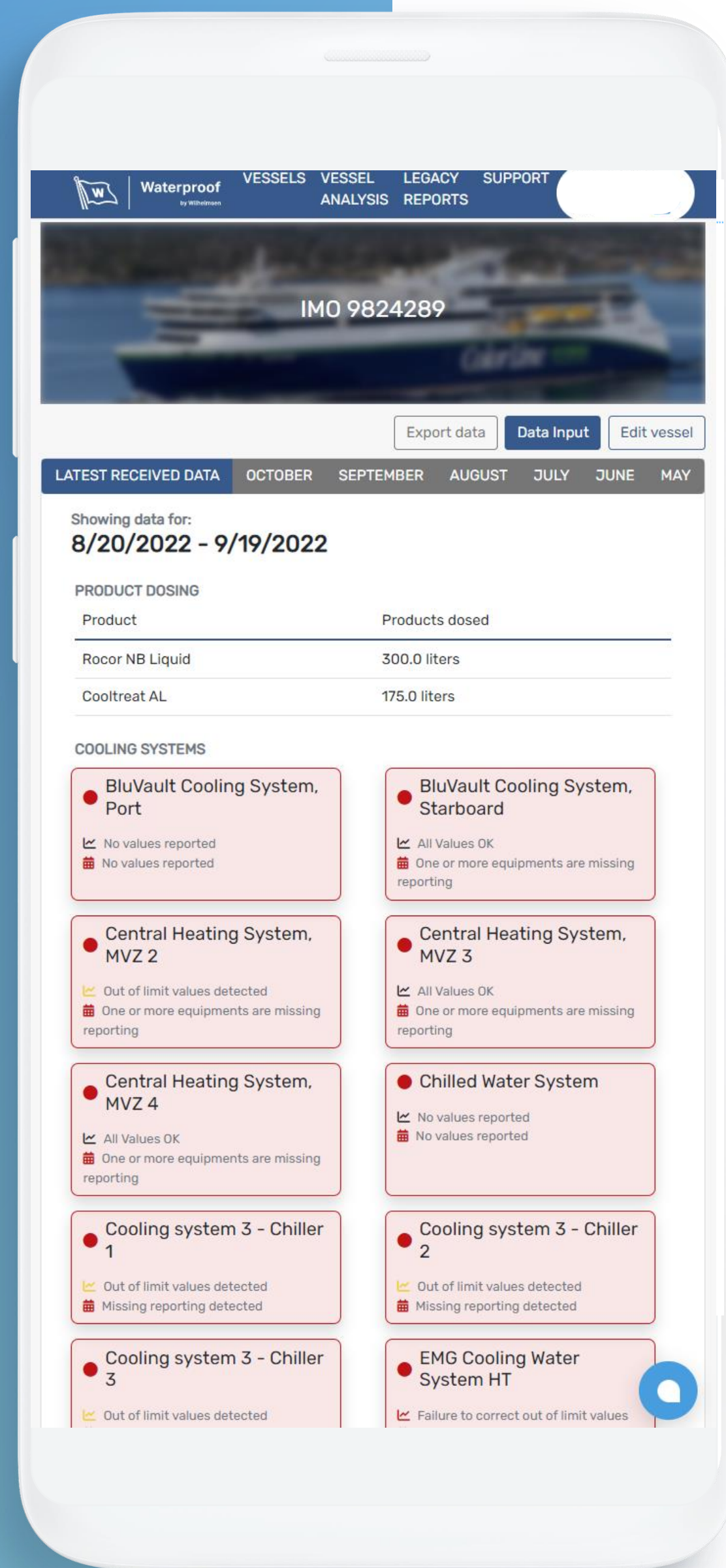Hurtigruten Expeditions først i verden med Starlink på alle skip

Hurtigruten Expeditions blir det første cruiserederiet i verden med den unike bredbåndstjenesten Starlink fra SpaceX på alle skip.

4

Updates to production from 2010-2021

44

Updates to production from 2021-2022

What is the one thing that changed?

- Client to cloud

- Software-as-s-service buisness model

We are in the mist of a perfect storm

The War for Digital Talent Has Begun

WIRED

PARTNER CONTENT JEROME BUVAT, CAPGEMINI

THE WAR FOR DIGITAL TALENT HAS BEGUN

lumaxart/Flickr

In the war for digital talent, one killer statistic stands out: an alarming 90% of companies lack digital skills. That statistic alone should spur even the most apathetic of organizations into action. However, many are not heeding the warning signs: only 46% of companies are investing in digital skills and only 4% of companies we interviewed are aligning their training efforts with their digital strategy. This is a surprising and worrying trend, particularly given that skills are so key to success in the new digital economy.
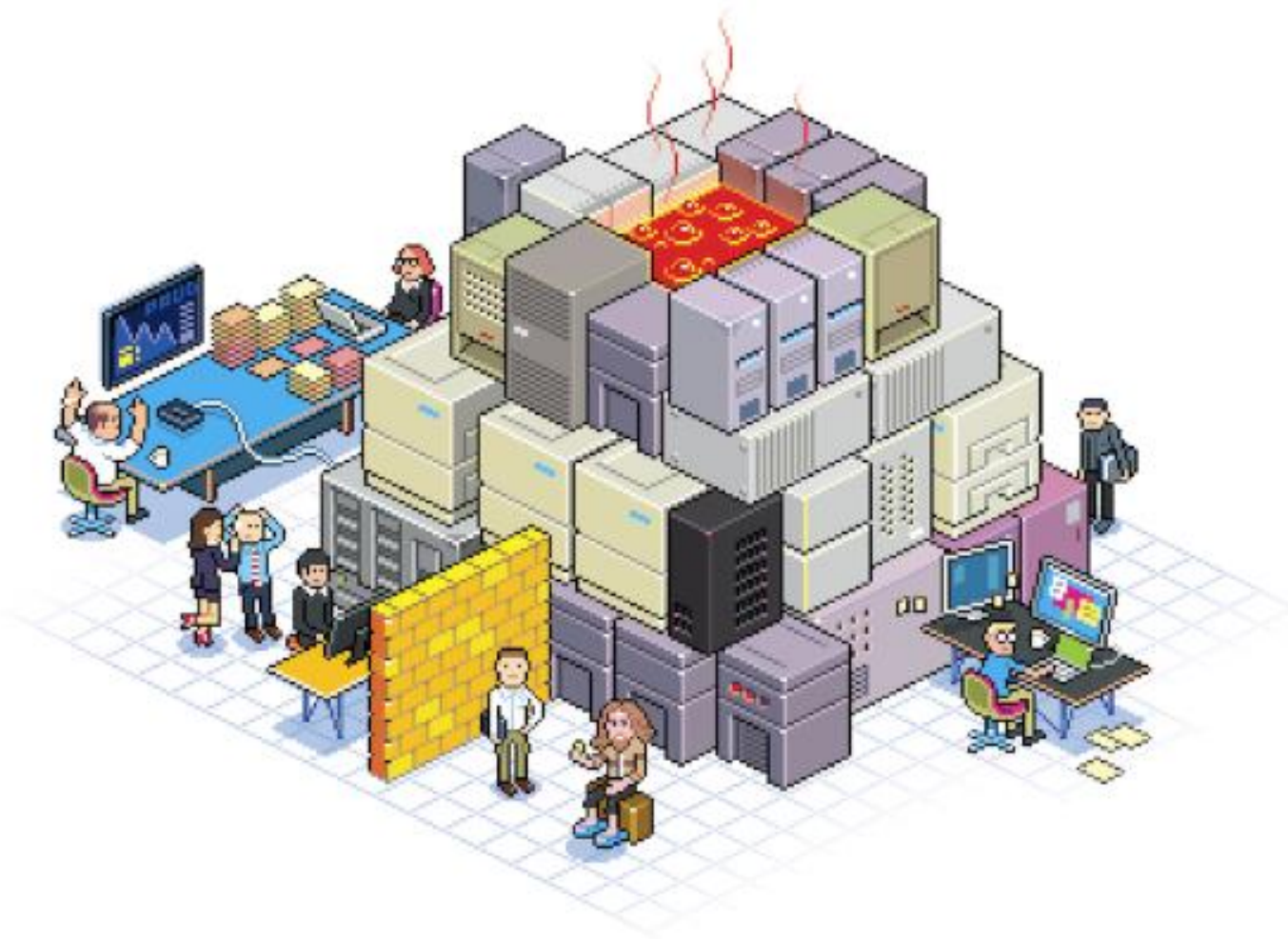
…**90%** of companies lack digital skills…and only **46%** of companies are investing in digital skills

"We expect the fastest rise in the need for advanced IT and programming skills, which could grow as much as 90 percent between 2016 and 2030."

McKinsey, 2018

What are the constraints?

The Phoenix Project

The theory of constraints

All improvements other than on the constraint makes no difference

What are the main constraints to digitalization at your company?

This is us!

Product Management & Design

Magnus
Digital Products Lead

Marita
Digital Products Lead

Kristian
Design Consultant

Dhri
Design Consultant

Ingvild
Digital Product Manager

Engineering & Technology

Kristoffer
Head of Engineering & Technology

Kristoffer
Lead Software Engineer

Mohamad
Software Engineer

Torkil
Software Engineer

Emil
Data Scientist

Lasse
Data Scientist

Alf
Software Development Consultant

Enablement

Magnus
Head of Digital

Olga
Head of Digital Adoption & OD

Omar
Customer Success Manager

© 2022 Wilhelmsen.com

Object detection

Binary classification

Good condition
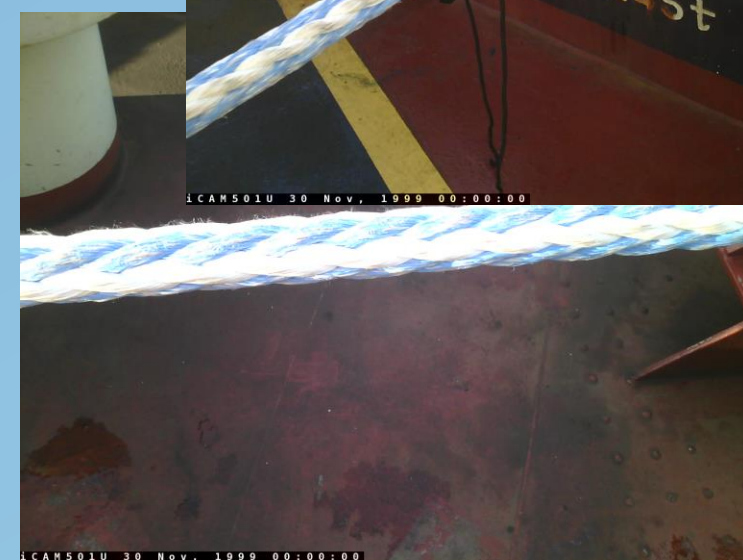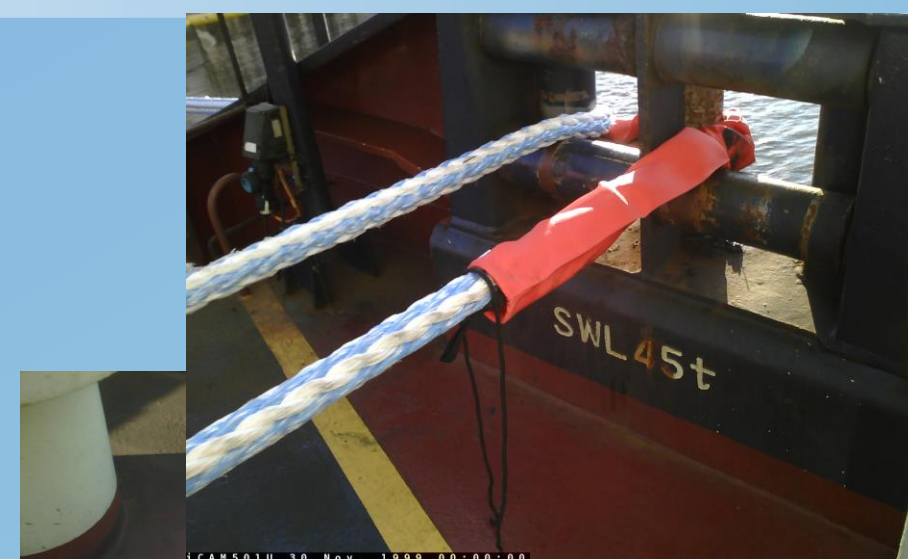
Poor condition

Computer vision on rope images

Object detection

Pulled strain (76%)

Pulled strain (69%)

Pulled strain (86%)

Abrasion (84%)

Chemical Abrasion (64%)
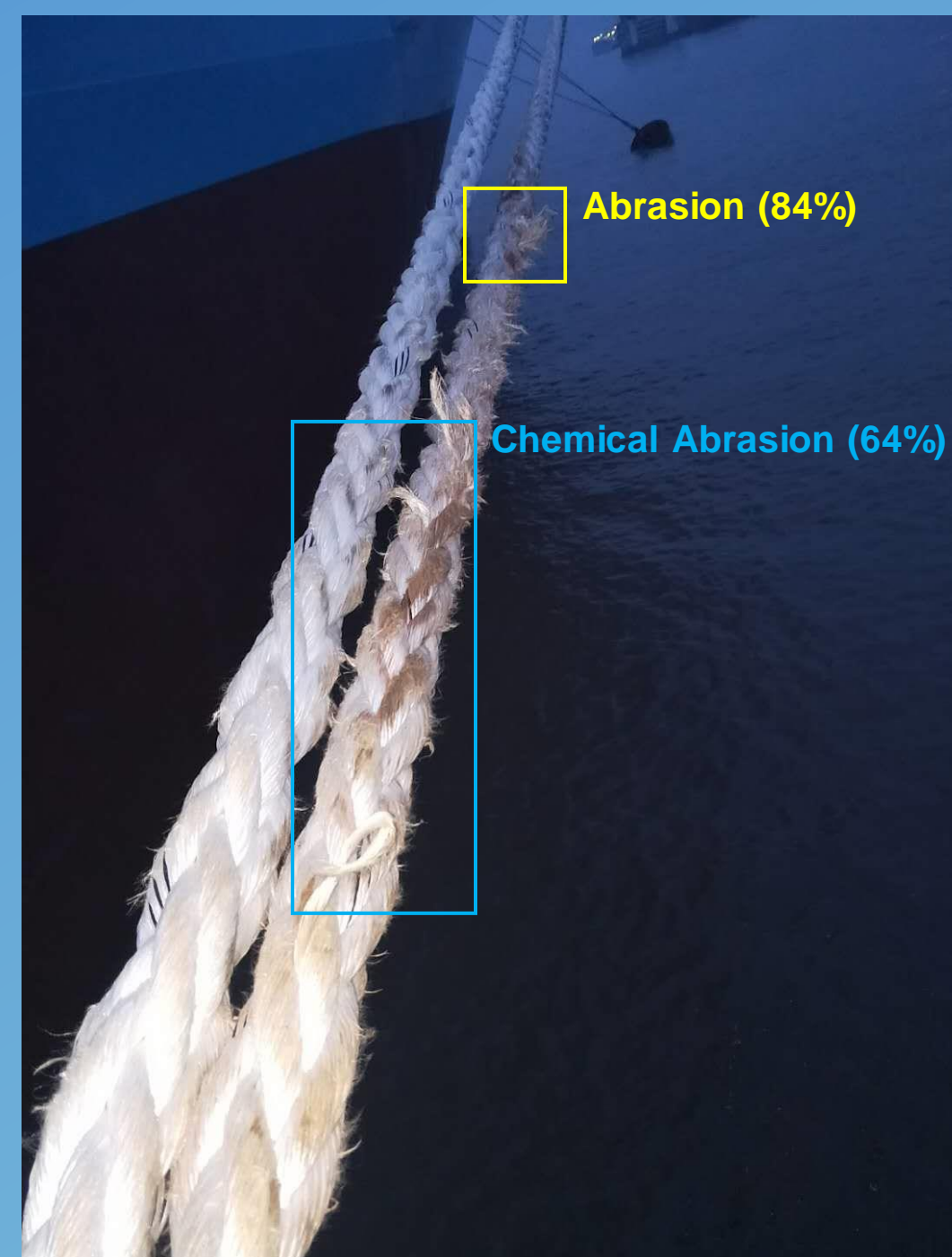
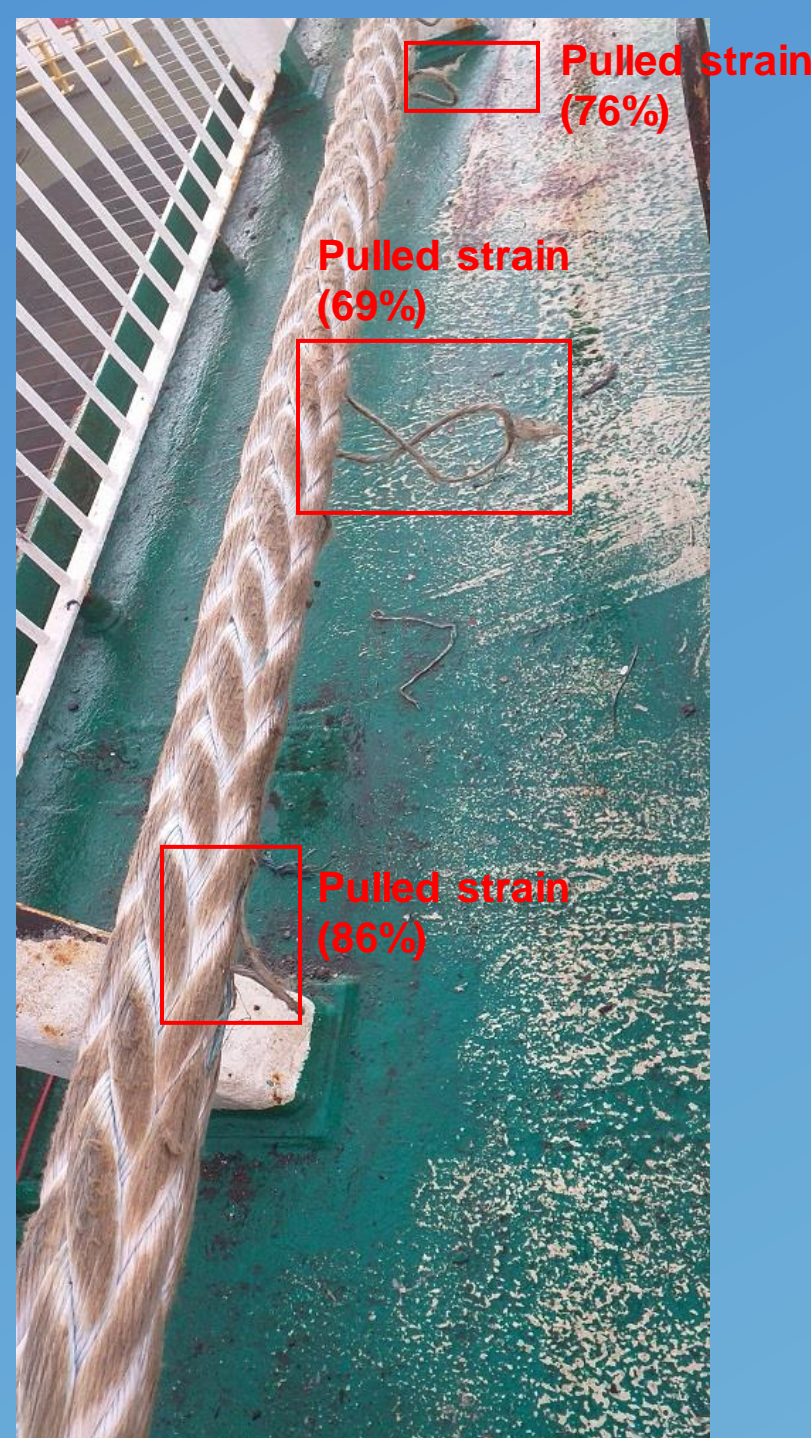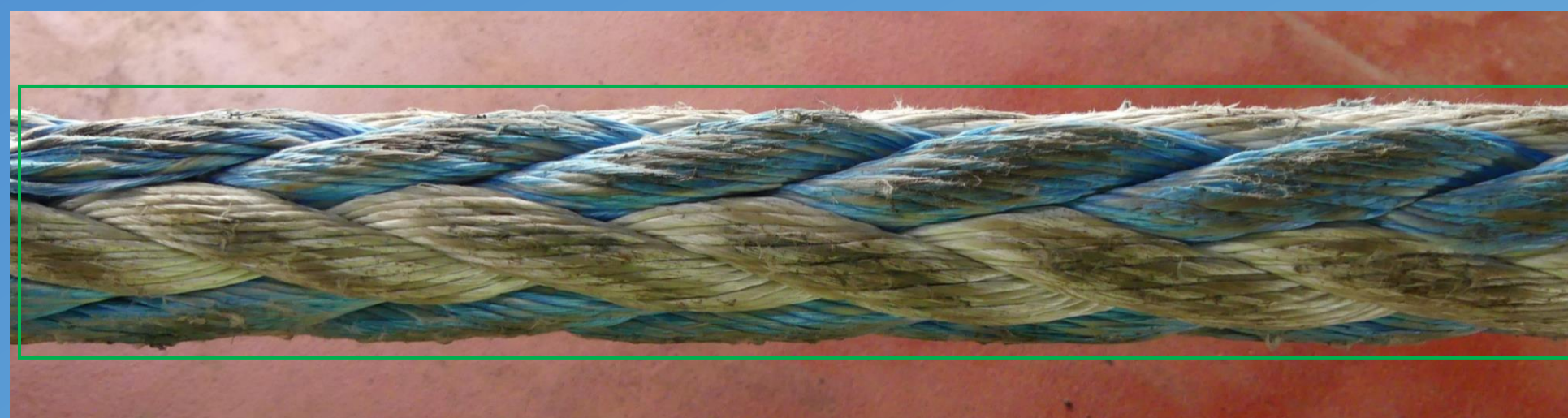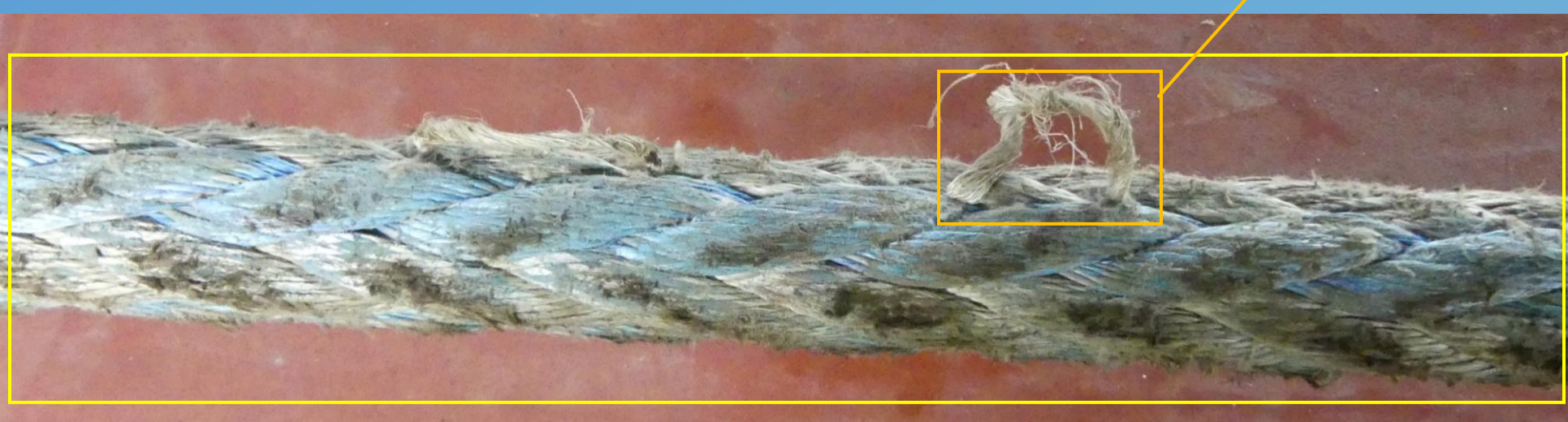iCAM501U 30 Nov, 1999 00:00:00

Ok condition

Retire
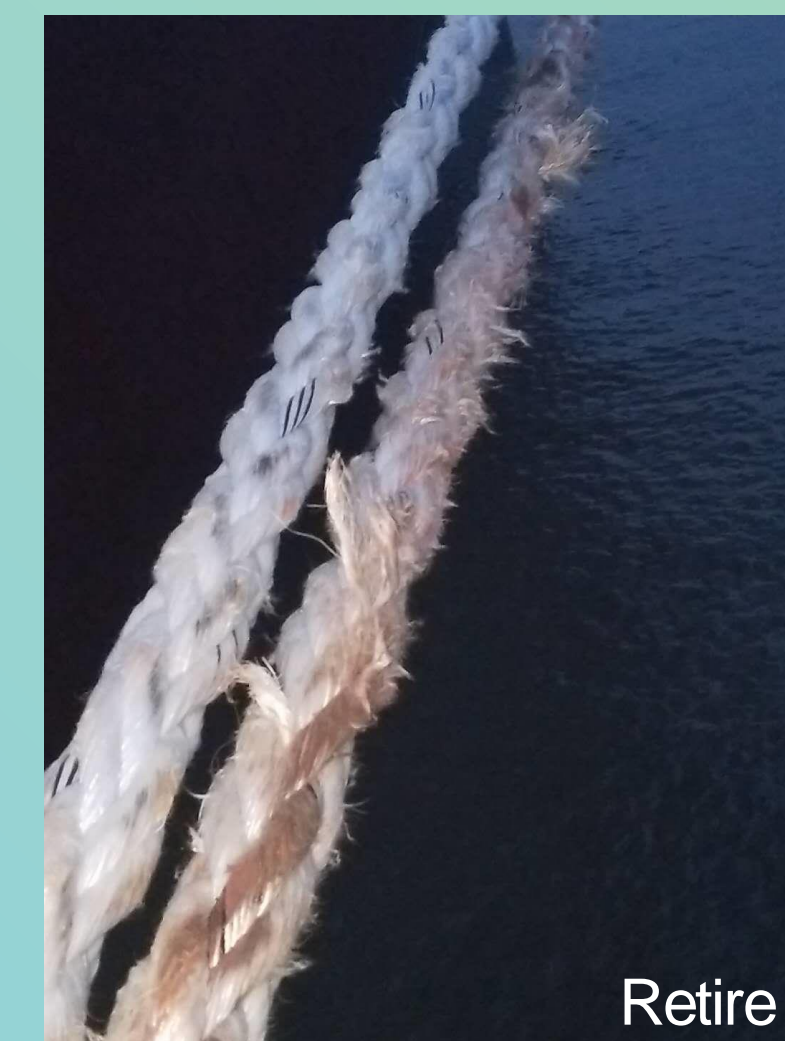
Image classification

Improving Inspection Quality with Computer Vision and Deep Learning Technology

By utilizing advanced computer vision models, the LMP inspection tool will assist users on evaluating rope condition, resulting in safer, more reliable, and higher quality inspections.
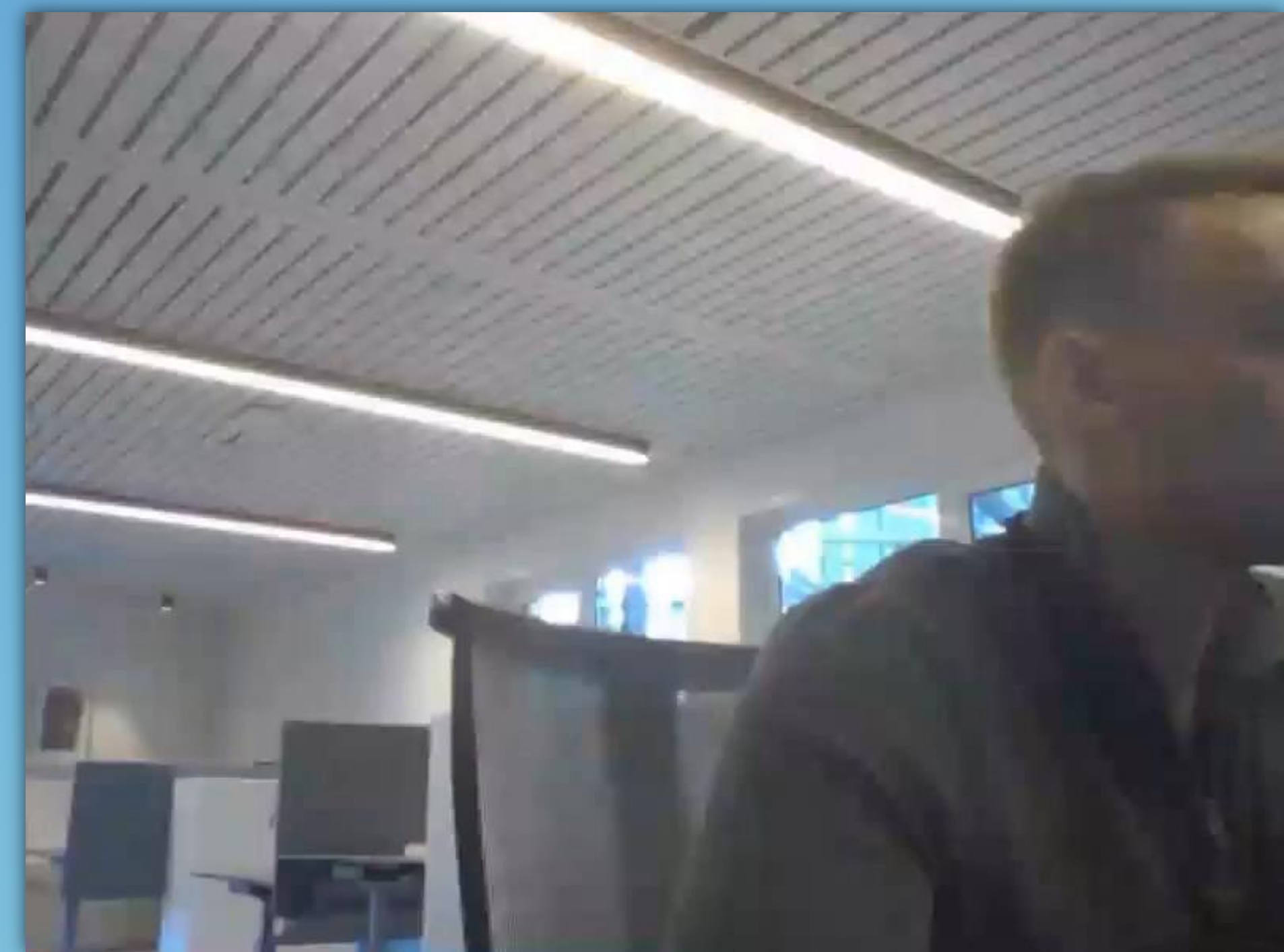

Condition good

Pulled strand

Condition poor

Thank you!

November 2022

WSS Digital

Questions?