

AXS MARINE

CONNECTING THE SHIPPING COMMUNITY

“20 Years in 20 Minutes” DigitalShip The Maritime CIO Forum

10th October, 2019

Stephen Fletcher

AXS MARINE
www.axsmarine.com

Who is AXSMarine?



Pioneer and leader in
online shipping software
since 2000.

Deeply interconnected and **ever-evolving solutions**. Anytime. Anywhere.

Passionate team of **140 people** based in 5 countries worldwide.

Five-time **award-winner** by IBJ.

Our growing community



10,000+

Satisfied users



1,200+

Companies worldwide



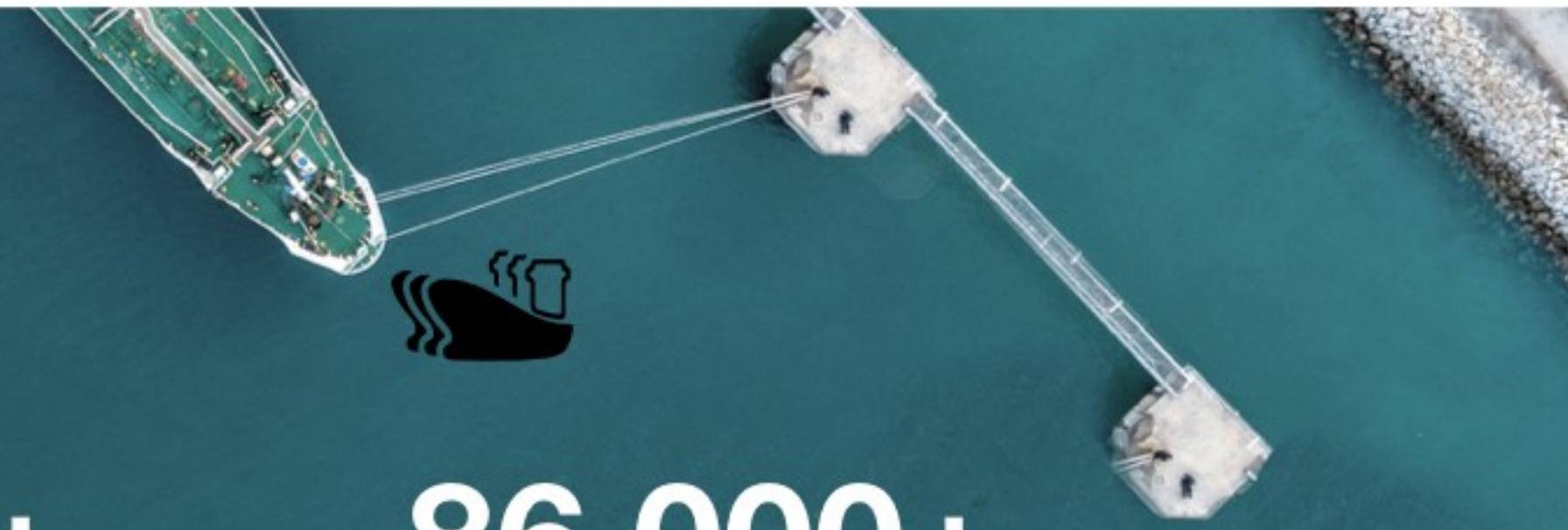
15,000+

Daily connections



86,000+

Vessels in our database
with both technical and
Commercial data



Who do
we help
today?

Owners
Managers
Operators
Brokers
Charterers
Analysts



*All of them benefit from complimentary and customized services
provided by experienced **Customer Support** and **Customer Success** Teams.*



Our key solutions

*Data
Intelligence*

AXS MARINE TRADE FLOWS

AXS MARINE CARGOBOOK

AXS MARINE API Hub

AXS DISTANCE

*Core
Solutions*

AXS TANKER

AXS DRY

ALPHALINER 

ALPHATANKER 

*Management &
Communication*

AXSQ

AXS MAIL

AXS READER

Dotcom boom to digital transformation



Dotcom boom to digital transformation

Height of the Dotcom Boom

- 250+ .com somethings
- Revolutionary 'killer' apps
- Few 'survivors'

Past 10 years

- Everyone is connected
- AIS tracking went mainstream
- A lot more Data.

Today

- AXSMarine growing & innovating
- 1-2 Billion est. annual investment in ship-tech
- Data is the driving force

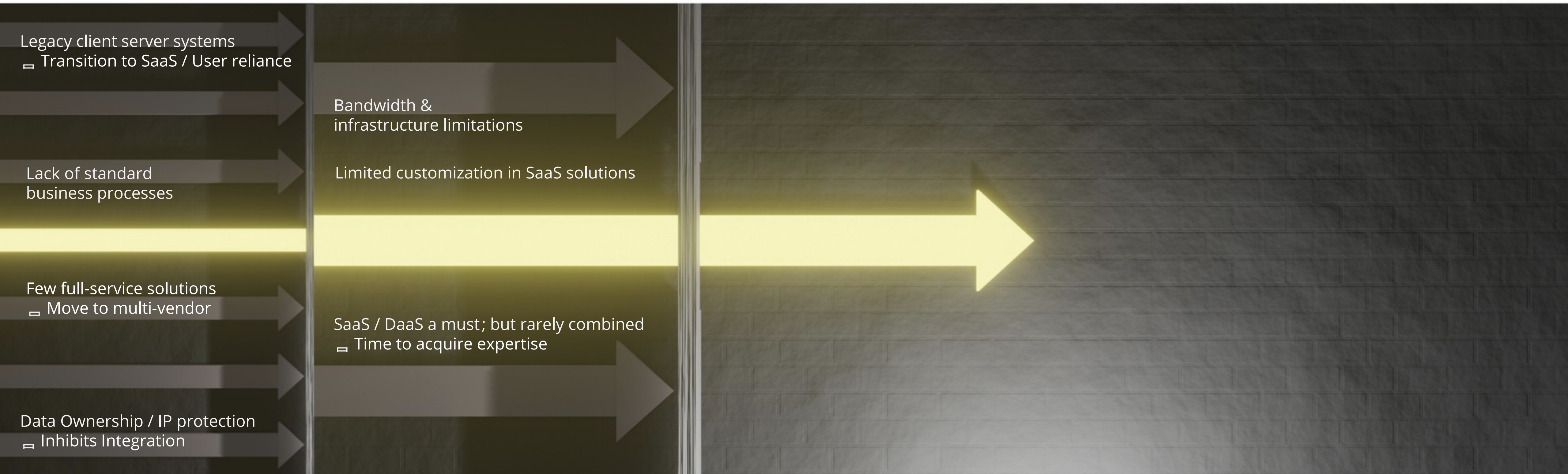
“Over 450 companies digitally transforming shipping”

[Nick Chubb, Thetius]

“ [W]e are getting to the point where the plethora of new freight tech companies launched in recent years is reaching this important cut-off-point in the digitalization of the shipping industry. In essence: Do they show sufficient actual commercial traction warranting further investment, or will they be left by the wayside? ”

[Lars Jensen, SeaIntelligence]

Barriers to digital transformation



Game changers



Game changers

Traditional IT / Systems Manager role has changed

Digital Literacy → Enabling end users

IoT → Sensors & remote monitoring

A lot more Data!

Many specialized solutions → more integration

Auto Scaling (IaaS) → Entry barriers significantly reduced

- Big 5 : AWS, Microsoft, Google, Alibaba, IBM

“ The real question is, how do you take disruptive & enabling technologies and apply them to pedestrian use cases that really matter? ”

Where will this go?



Where will this go?

Increased Industry influence

- Innovation Hubs: Pier71, Pier47, PortsXL, Katapult Ocean....
- In-House: EPS, Klaveness Digital, LR....

Imposed / adopted processes

- DCSA, GCTA, Rightship, AXSQ, Chinsay & Alternatives

Data standards

Many start-ups will fail or be absorbed

Mass consolidation & strategic alliances

- Incumbents
- Big 5 (which one will buy Flexport?)

Ever evolving approach



10,000+
users

Practicing « incubating innovation » since 2000

2000
BRS Group
Louis Dreyfus Natexis
Siparex
Nippon Investments

2004
Oldendorff

2010
Vesseltracker

2014
Sold Vesseltracker and original investment funds



The screenshot displays the AXSQ web application interface. At the top, there is a navigation bar with the AXSQ logo, a search bar for vessels, and a settings icon. Below the navigation bar, the current vessel name is shown as "My Vessel Name" with an update timestamp of "11:29, 06 Aug 19". There are buttons for "Options", "Save Draft", and "Publish". A search bar for questions is also present. The main content area features a sidebar with a list of question categories: 1. GENERAL INFORMATION, 2. CERTIFICATION, 3. CREW MANAGEMENT, 4. SAFETY MANAGEMENT, 5. CARGO ARRANGEMENT, 6. CARGO GEAR (ONLY TO...), 7. CONTAINER BULKER/M., 8. ENGINE ROOM, SPEED., 9. MISCELLANEOUS, and 10. SUPPLEMENTARY INFO.. The main form area contains several input fields with labels and icons:

- 1.1 Date updated:
- 1.2 Vessel's name:
- 1.3 IMO number:
- 1.4 Vessel's previous name(s) and date(s) of change:
- 1.5 Flag:
- 1.6 Port of Registry:
- 1.7 Type of vessel:
- 1.8 Type of hull:
- Ownership and Operation
- 1.9 Registered owner - Full style:

AXSQ is a secure transparent vessel description, questionnaire, certificate and document management system.

AXSQ significantly streamlines how the shipping industry manages and communicates.

Understand the shipping patterns that matter to you.



AXS MARINE API Hub

In the digital era of today's shipping, **embracing APIs is a business imperative.**

An Application Program Interface is a software-to-software interface offering quick and secure communication between programs without the need of your supervision.

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