

“From fuel consumption data to
understanding how to optimize
Revenue”

Data – The Enabler

Melvin Mathews




13 Apr 2016

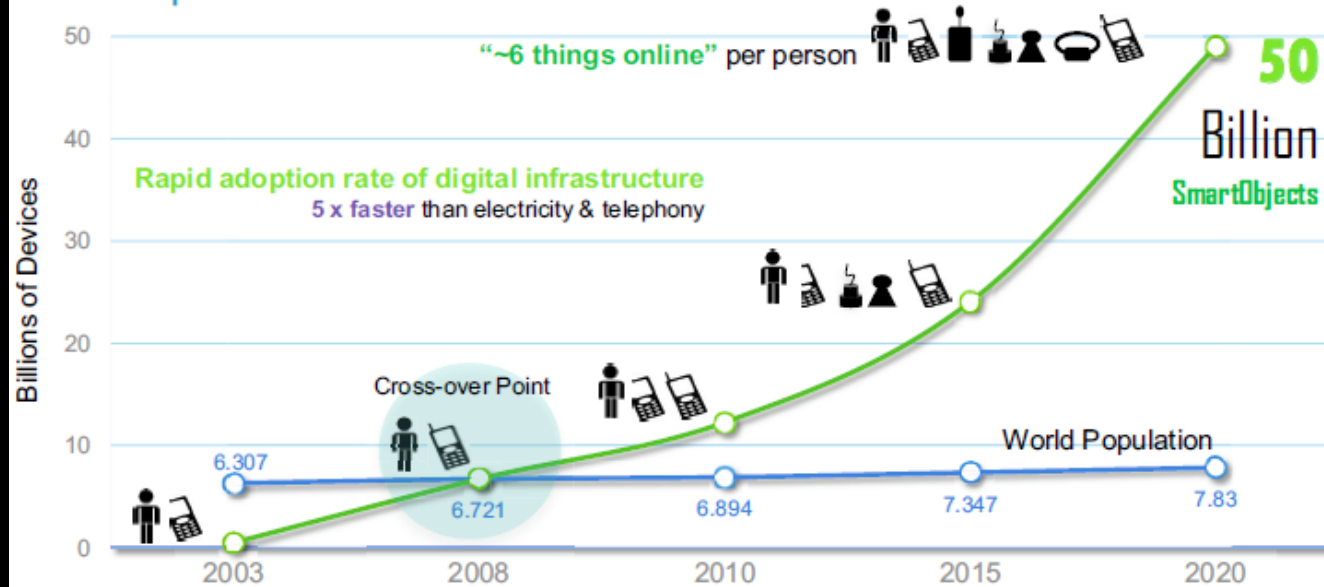


- *Data & ICT – World & Industry*
- *From Optimising Savings to Optimising Revenue*
- *Value – Decision & Innovation*
- *Study results*

Disruptive Innovation

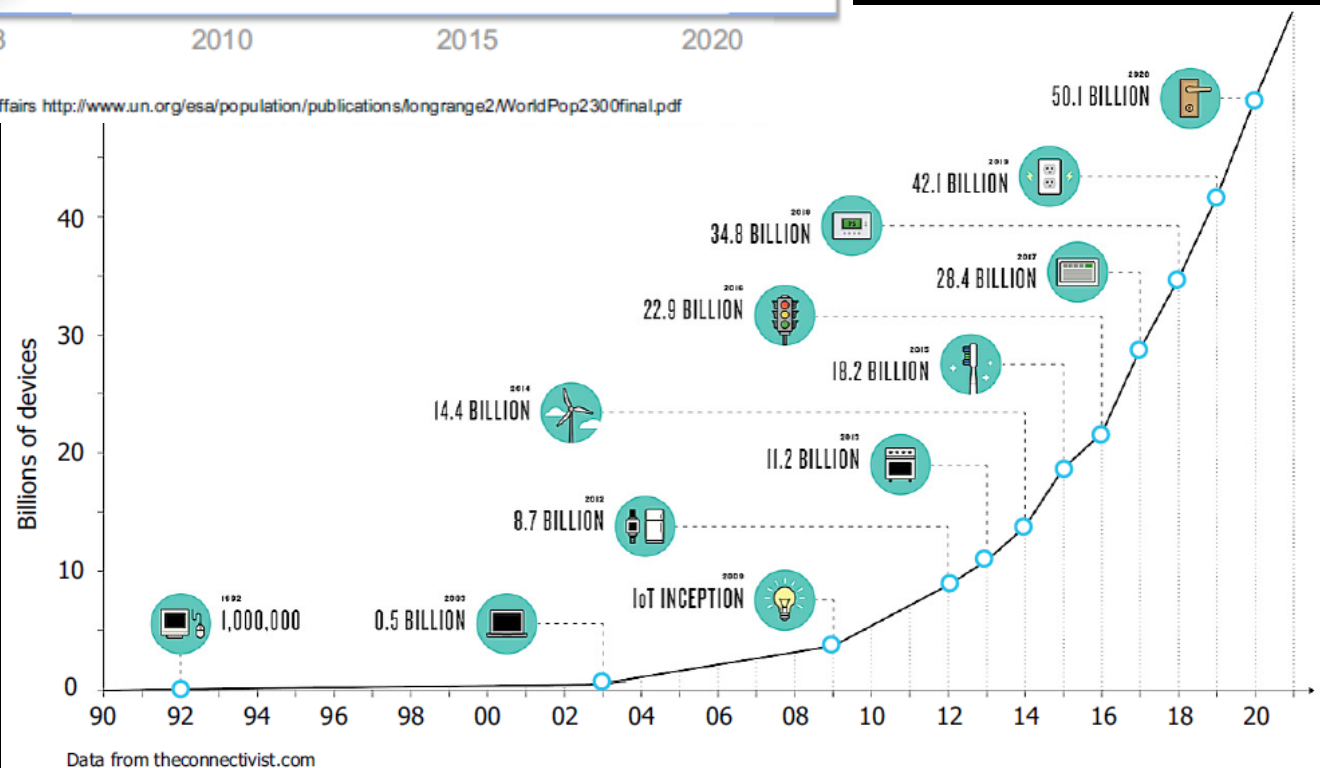
- 
- Wheel
 - Writing
 - Seafaring
 - Use of Steam
 - Railways
 - Electricity
 - Computers
 - Internet
 - IOE

IoT Explosive Growth



Source: Cisco IBSG projections, UN Economic & Social Affairs <http://www.un.org/esa/population/publications/longrange2/WorldPop2300final.pdf>




Internet of Things



Data from theconnectivist.com

Internet of Everything

Creating & Capturing the Value of IoE

Connection Type		IoE Value (2013-2022)
	Machine-to-Machine (M2M) <ul style="list-style-type: none">• Data sent/received from one machine (thing) to another• Often called the "Internet of Things"	\$7.4 Trillion
	Machine-to-Person (M2P) <ul style="list-style-type: none">• Data sent/received from a machine (thing) to a person	\$4.6 Trillion
	Person-to-Person (P2P) <ul style="list-style-type: none">• Data sent/received from one person to another	\$7.0 Trillion

Big Data



Data is just the building block

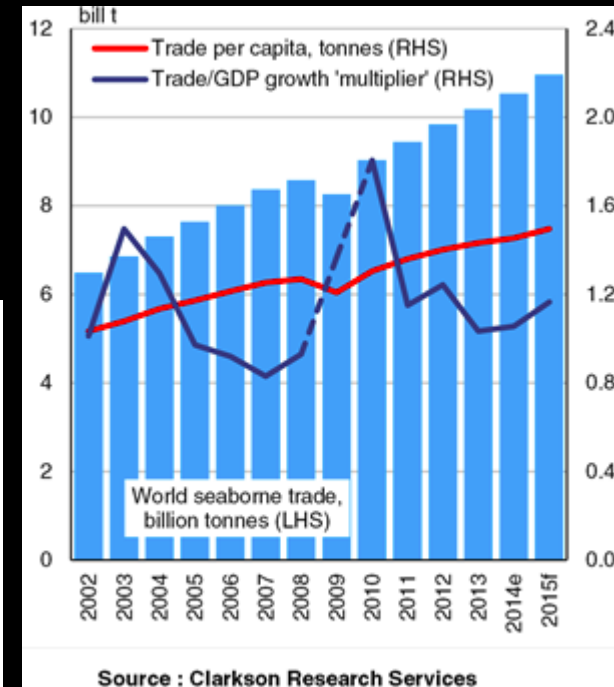
Maritime Industry

Seaborne Trade in 2015

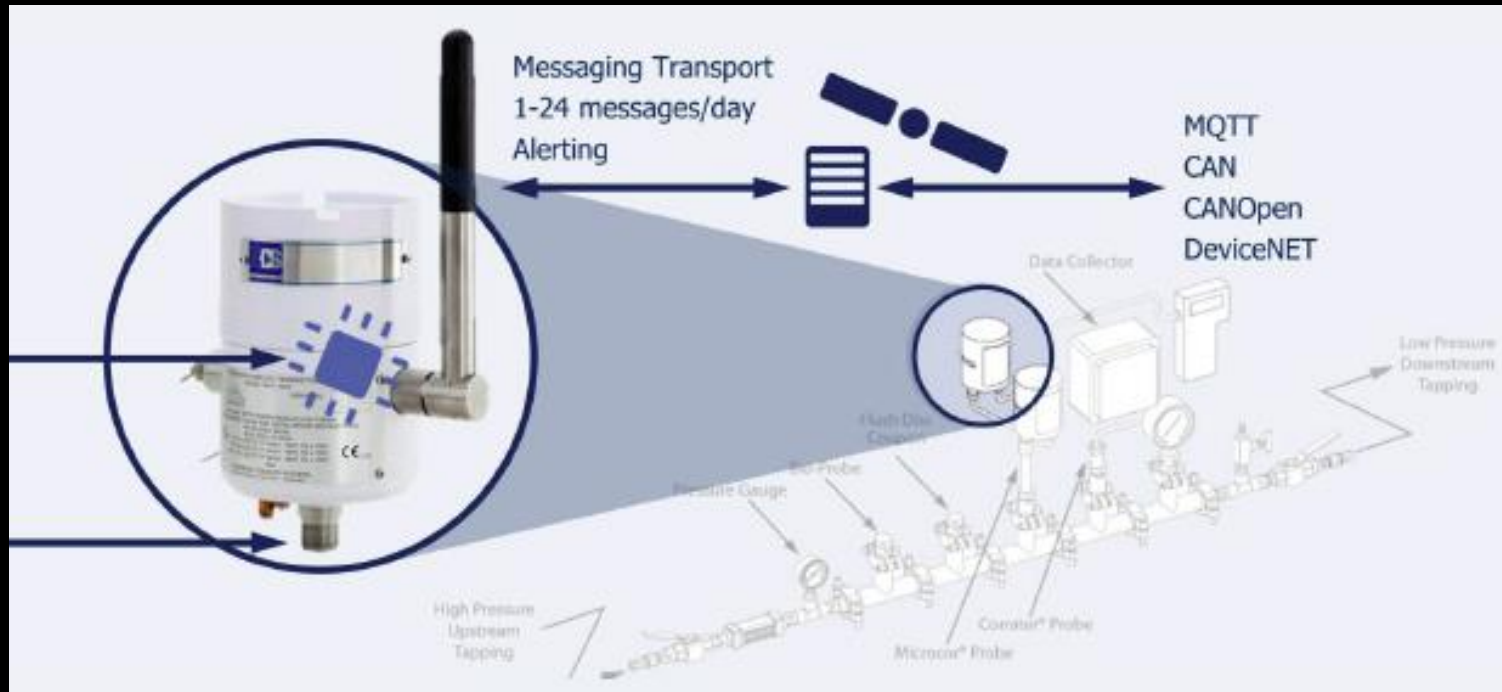
- 11 billion tonnes
- 1.5 tonnes per each person
- ST 1.13 times world GDP growth
(GDP 3.5% versus ST 4.1%)

Seaborne Trade Spinning Onwards And Upwards

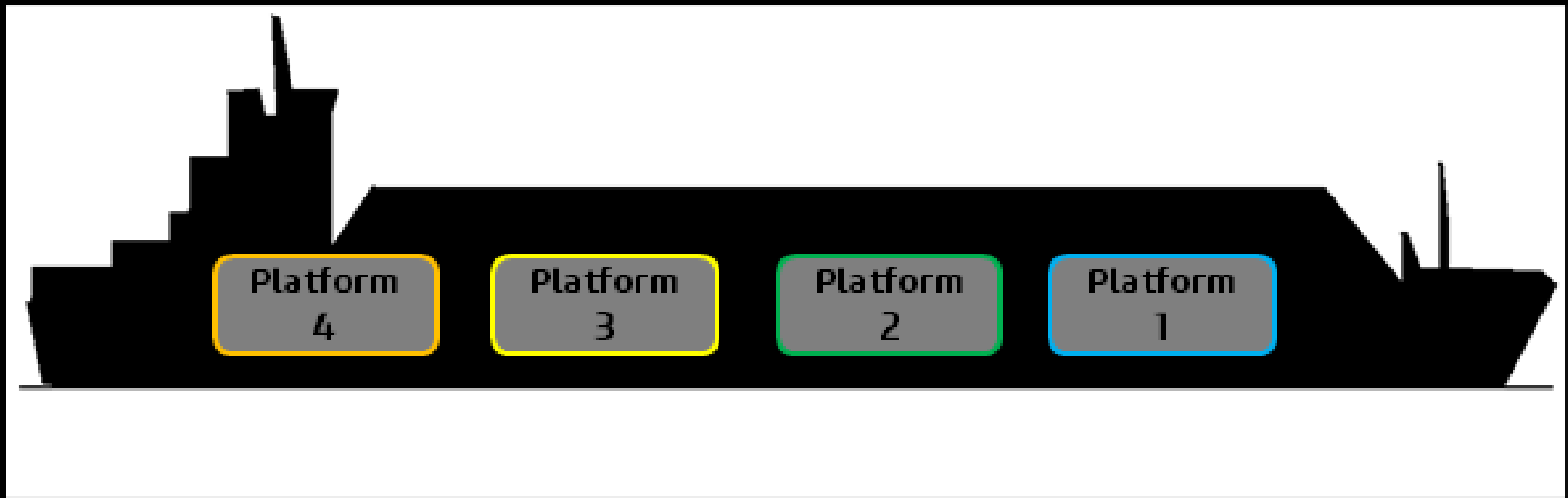
The graph shows total world seaborne trade (blue bars, left hand axis), alongside the level of seaborne trade per capita of the global population (red line, right hand axis). The blue line shows the 'multiplier' ratio between seaborne trade growth and world GDP growth each year (right hand axis) - the dotted line between 2008 and 2010 replaces the 2009 ratio which stood at 9.61, with seaborne trade contracting more severely than the world economy.



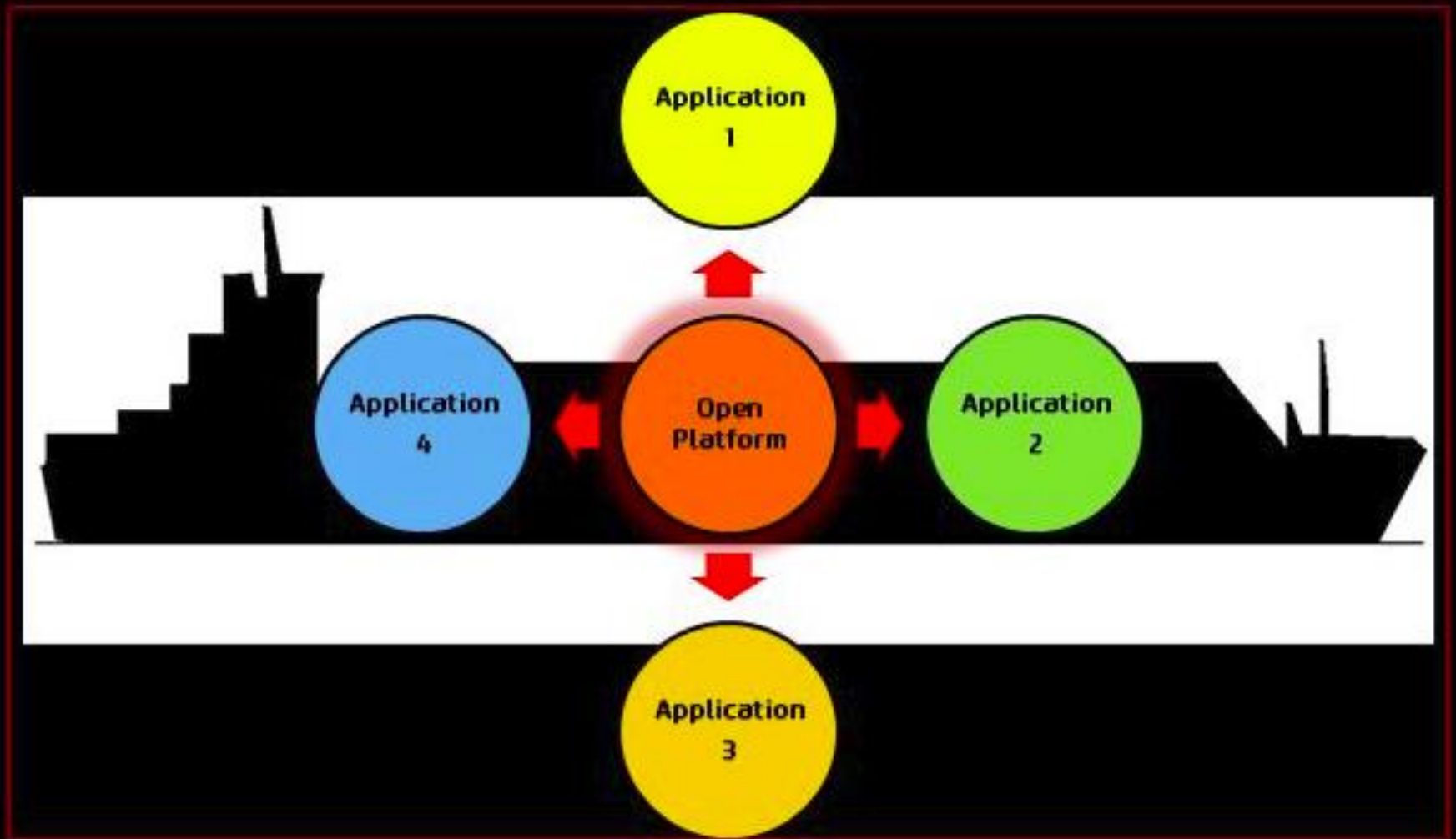
Data Acquisition



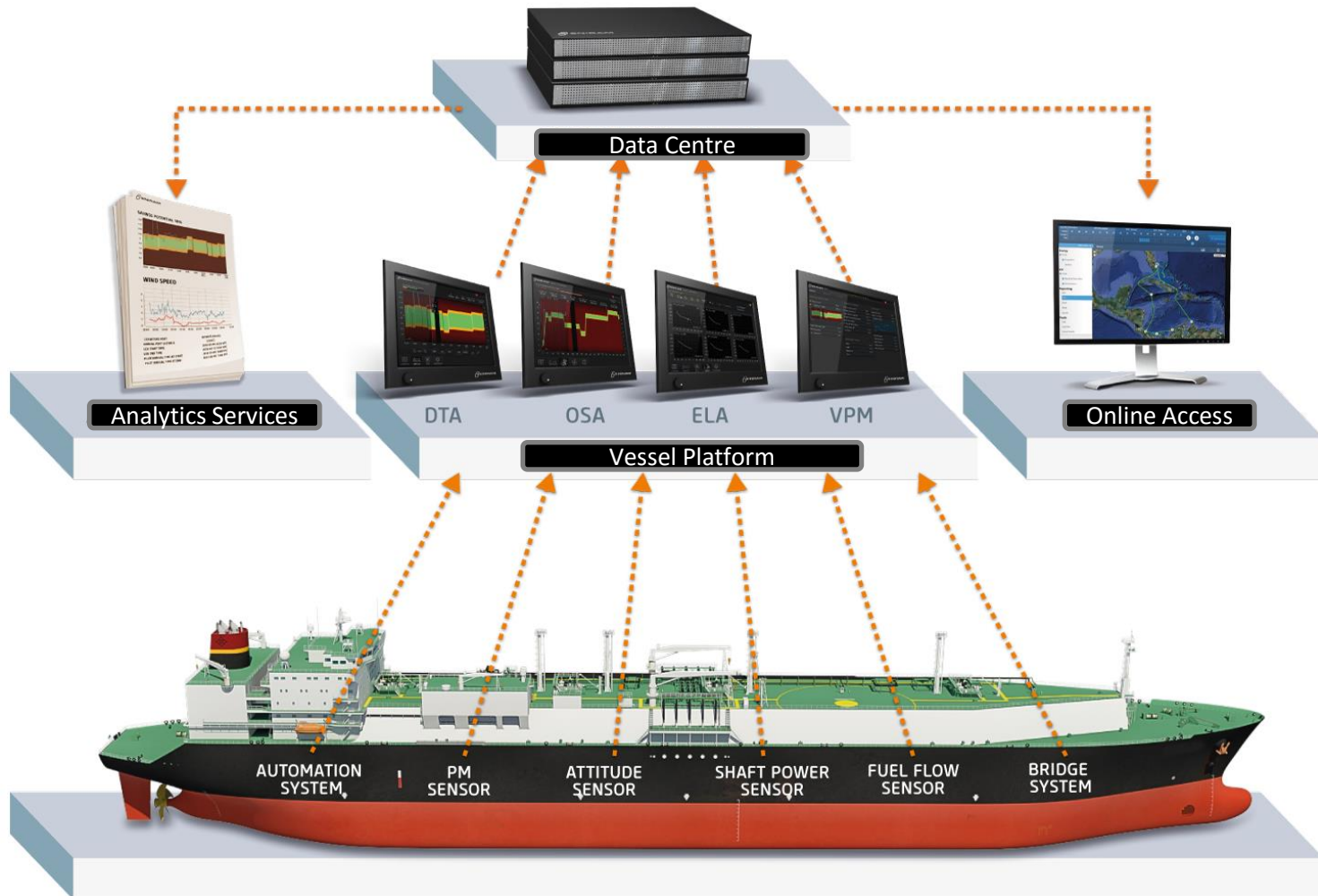
Current Situation / Data Platforms



Open Platform



Data Gathering



Areas of Efficiency

Onboard Applications Onshore Services

TRIM



1-4%
SAVINGS

SPEED



1-5%
SAVINGS

ENGINE



1-2%
SAVINGS

PERFORMANCE



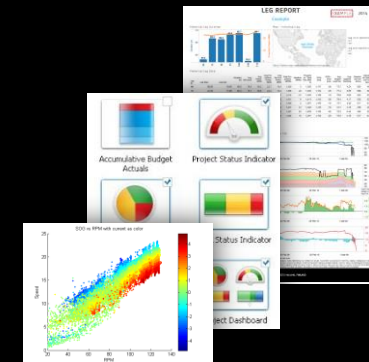
1-5%
SAVINGS

\$\$
Savings

ONLINE ACCESS



ANALYTICS AND
REPORTING



From saving fuel
to
Optimising revenue

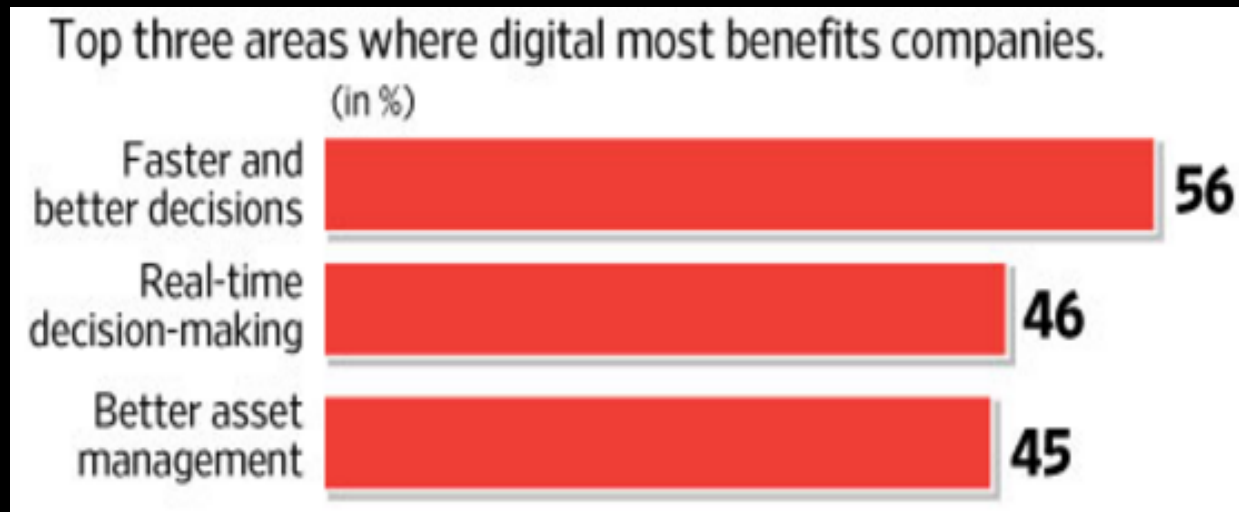
For good decisions

- Visibility
 - Monitoring
 - Managing
 - Review
 - Correction
-
- Data allows you to fasten this cycle
 - Reduce delay

Decisions with Commercial Impact

- How to deploy vessels/routes to trade
- When to carry out maintenance
- Which scrubbing company to use
- Which ports to call
- Which cargoes to carry
- Where to build ships
- Which ships to build
- JIT arrival

Business Benefits



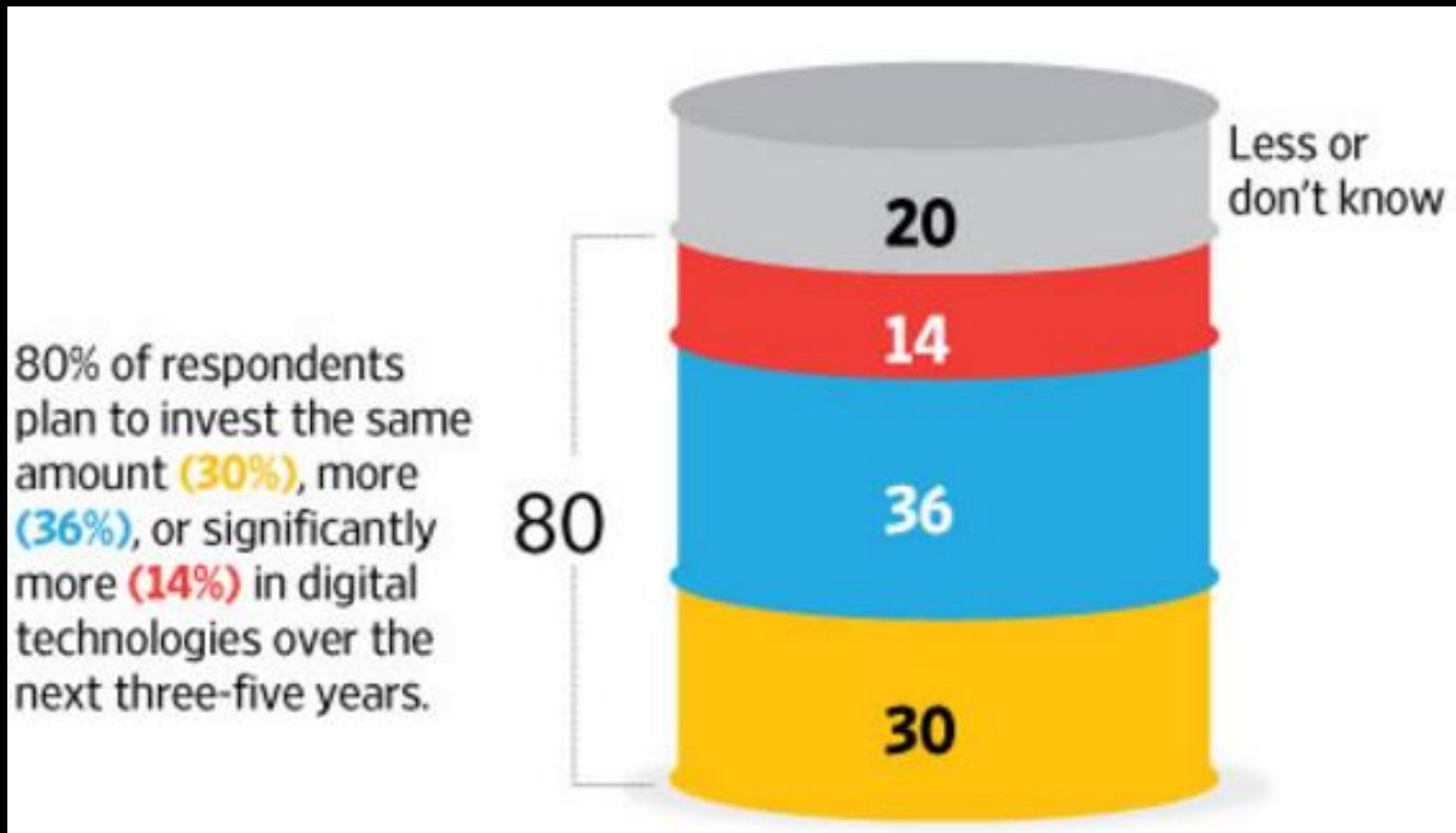
Results of Study

Result of Studies

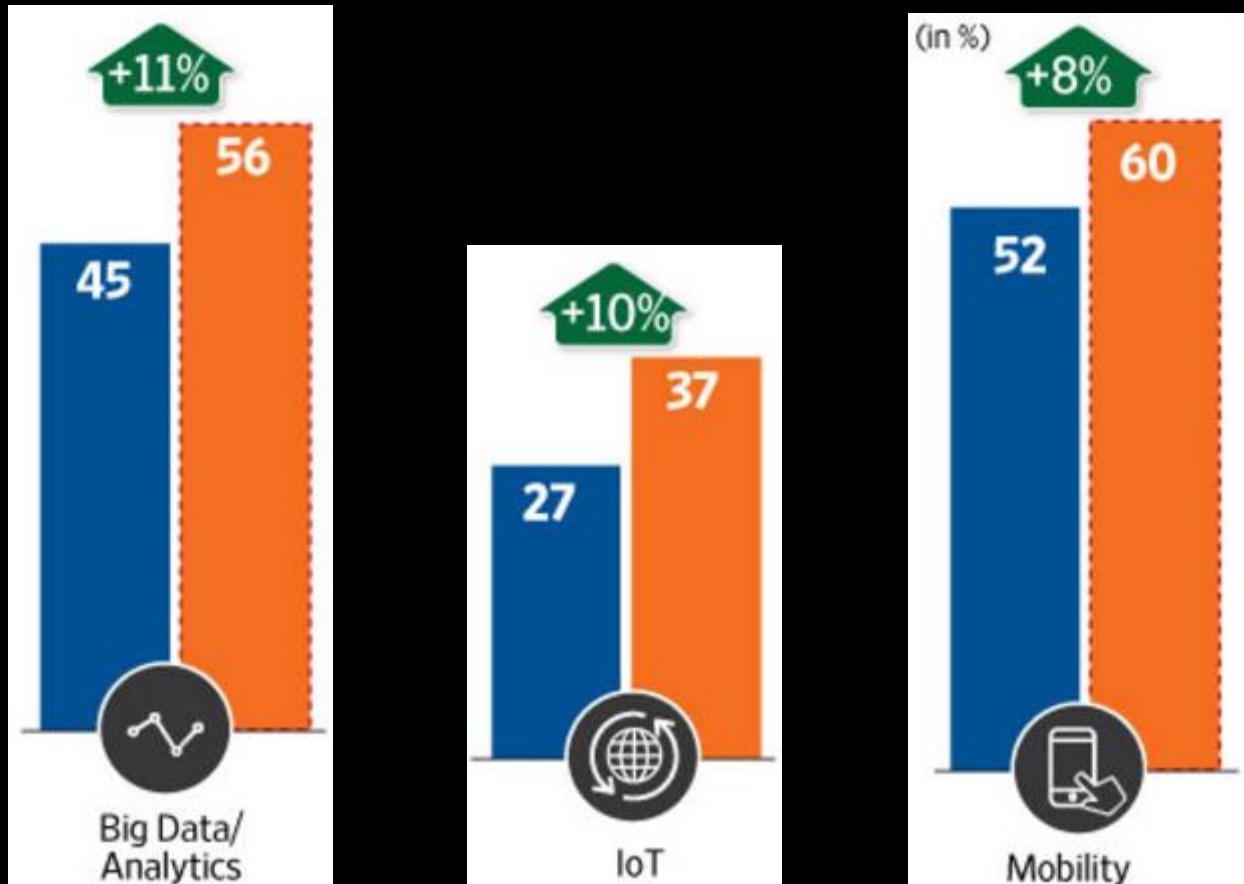
- <1% of the information & data gathered is available to decision makers
- Technology that can deliver data on virtually every aspect
- The capability—or, *in some cases, the desire*—to process that data has spread nowhere near as quickly
- Operating below peak performance

- McKinsey & Co.

Despite low fuel price Investment in technology



Investing today



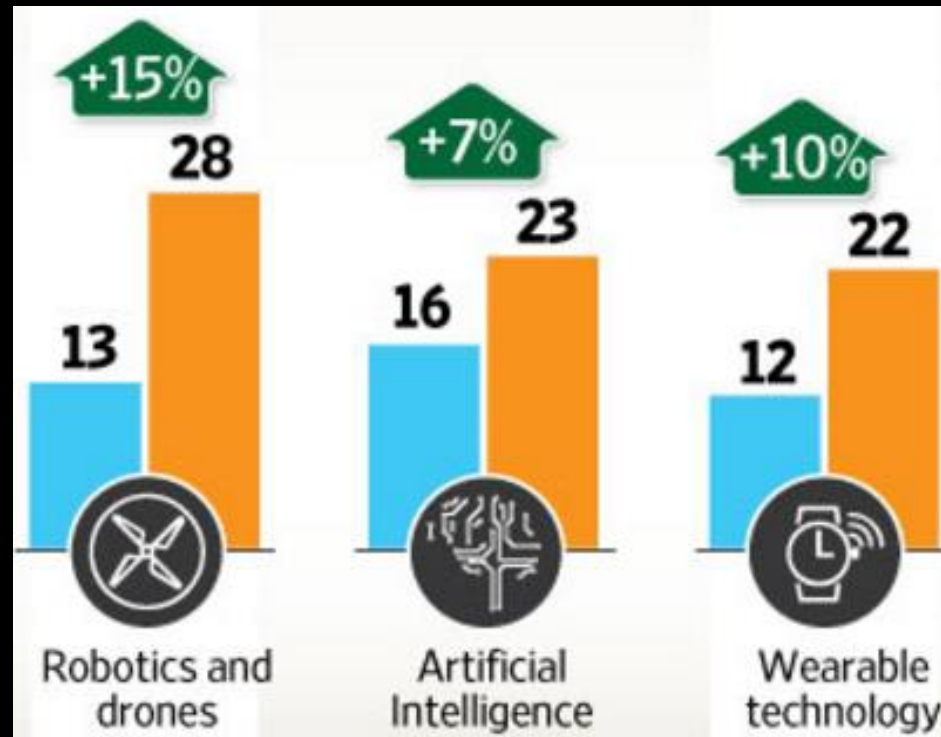
■ Investing today

■ Investing over the next three-five years

■ Top areas of focus over the next three-five years

■ Fastest areas of growth over the next three-five years

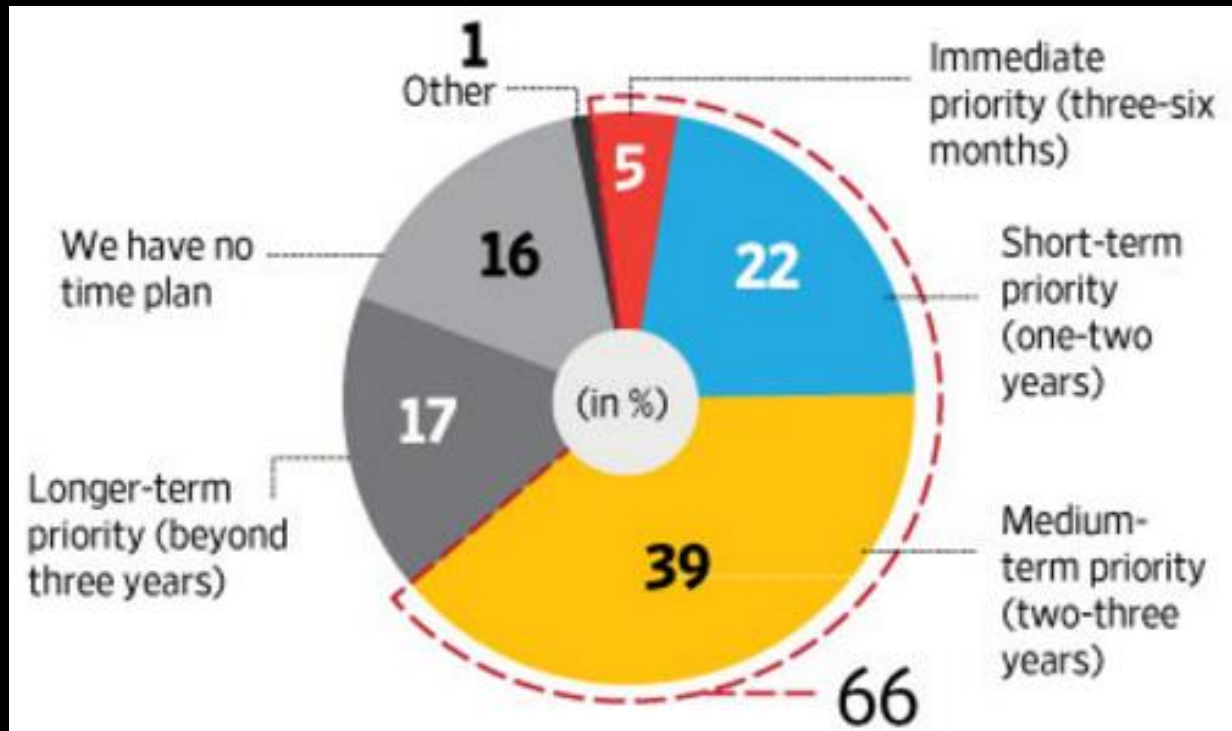
Fastest growing areas in 3-5 years



Investing today Investing over the next three-five years

Fastest areas of growth over the next three-five years

Adopting Analytics



Result of Studies

Data gathering and analytics provide 5% - 10% more value to their customers and are on an average 25% more profitable.

- CISCO

Better data analysis could help companies boost performance by 6% to 8 %

- Bain & Co.

Thank you