

ITC in Shipping

The benefits and the pitfalls

Remi Maritime Corp

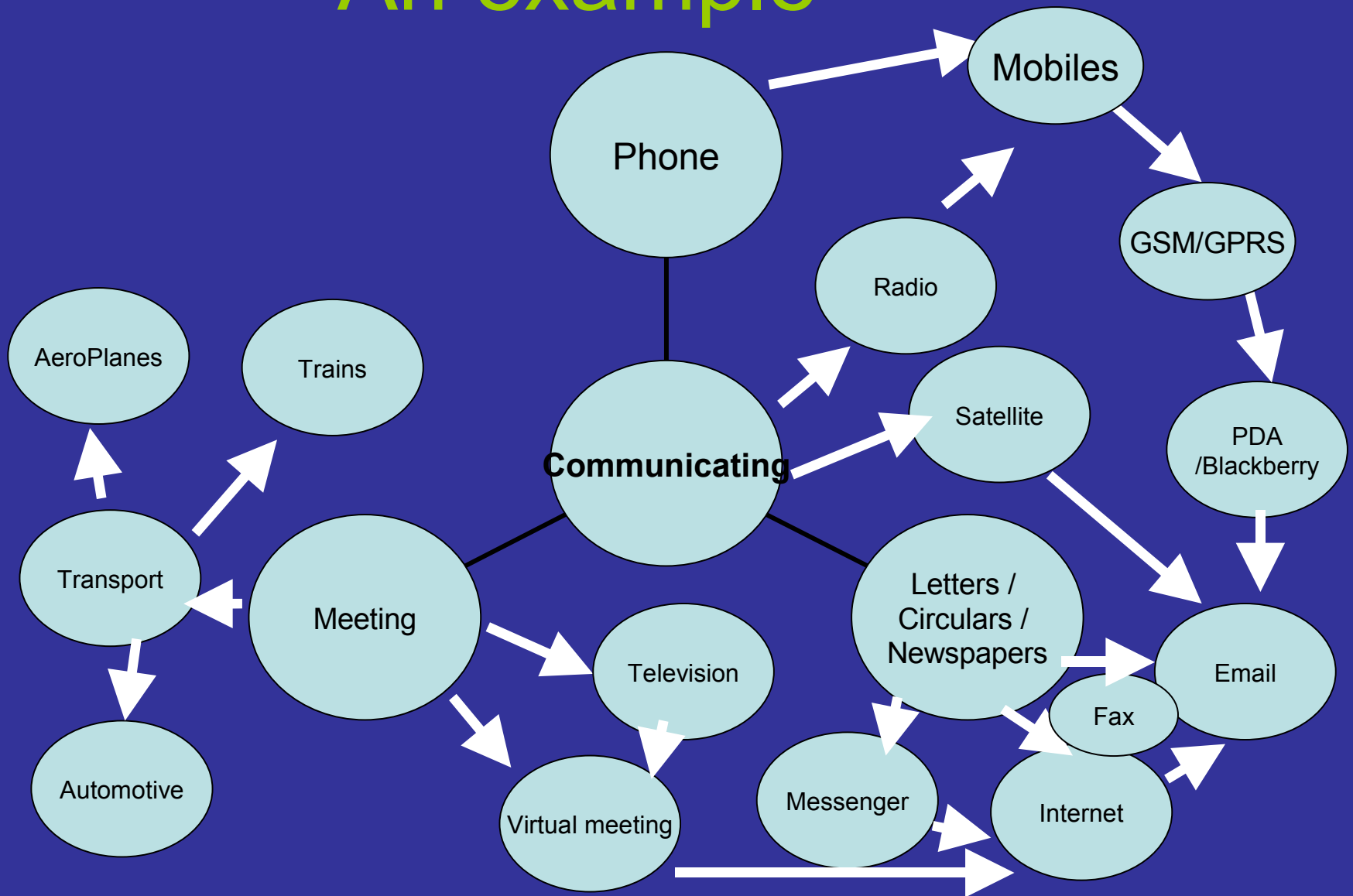


Technology

- New possibilities!!
- How do we define it?
- What do we expect?
- How do we use it?
- How is it sold?
- What are the actual benefits?



An example



How is it Applied

- Communications has always been key to business and getting things done quickly
- Hardware is important in terms of reliability and functionality
- Software is the flexible tool to manage processes

IT Strategy

- There needs to be a unified strategy
- Knowledge of the core business and the surrounding technology
- Who? What? Where? And How?
- Goals set and achieved
- Resources required
- Cost & people Vs value gained

Choices

- Too many
- Expertise required in choosing (DOS to Windows ; Dummy terminal vs PC; Inmarsat B, C, M, Fleet, VSAT, BGAN, Iridium)
- Timing!!
- Who's choice is it?
- Need technology partner

Technology Partner

- A clear up-to-date holistic understanding of technology
- Needs to be committed to your industry and understand it
- Committed to supplying a long-term quality service
- Has a solid base with a strong strategy for the future

User friendly

- Each company and individual have a way of working
- Don't try to force change, let users take ownership
- Customisation – an ugly discussion between customer and supplier (unkown costs and benefits)
- Technology partner's openeness and commitment to customisation
- Is customisation built in?

Implementation

- Management's understanding and commitment
- Make an environment where users have a say, but not disrupt the end goal
- Timeframe and resources – need help from younger IT savvy individuals
- Hidden costs! the devil is in the details!!
- Be organised and don't expect things to happen by themselves
- Continually evaluate and re-adjust strategy

New processes

- Technology brings new processes
- Online banking
- Detailed reporting and order tracking
- Cashflow analysis
- More accurate budgeting required
- Departmental responsibilities
- Increased structure to corporate governance
- New method of communication! New skills required!

Value Gained

- Readily processed information
- Efficiencies in processes
- Time saved in mundane tasks
- Centralising information – providing holistic view
- Up-to-date information for planning and avoiding inefficiencies and reducing accidents
- Informed decisions
- Managing regulatory pressures

Continuous Improvement

- ISM/TMSA/ISO 4002
- Dynamic statistics required - KPIs & Risk assessment
- An added bureucratic strain - From 30 to 50 forms
- The cost of implementing TMSA is phenomenal
- IT can help, if done correctly

IT Wish list

- Structured communications (Recap, ordering etc)
- Electronic invoicing
- Electronic Bill of Lading
- Bigger bandwidth at reasonable prices
- IT can help, if done correctly

Conclusion

- There is value gained and it can be identified
- More information, organised, analyzed and faster – Time is money in business
- Better tools for a better results