

**Using information technology
as part of a TMSA
implementation**

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Agenda

- **A reality check**
- **Reporting & Knowledge**
- **Data Transport & Inheritance**
- **Culture & Training**
- **Conclusion**



A reality check

- ❖ **TMSA / KPI initiatives are not stand alone processes and goals**
- ❖ **TMSA is not a marketing tool**
- ❖ **Competitive pressures and perceived advantage could pervert the initiatives**
- ❖ **Change management programs are not easy !**
- ❖ **Beware of form over function !**

Reporting & Knowledge

- **Reporting standards harmonization, the danger of objective report metrics gathered from subjective data**
 - **Ability for report viewer to re-evaluate**
 - **Culture and the human factor**
- **Information does not equal Knowledge**
 - **Information overload**
 - **Context and usage**
 - **Allow re-interpretation**

Data Transport & Inheritance

- **PMS a missed opportunity**
 - ➔ **Data copied from one vessel to another**
 - ➔ **Data inheritance ability lost**
- **IT & Data Strategies are important**
 - ➔ **Do not think single instance**
 - ➔ **One stop shop is not necessarily the best way to go**
- **Vessel and shore integration, required but does not have to be costly**

Data Urgency

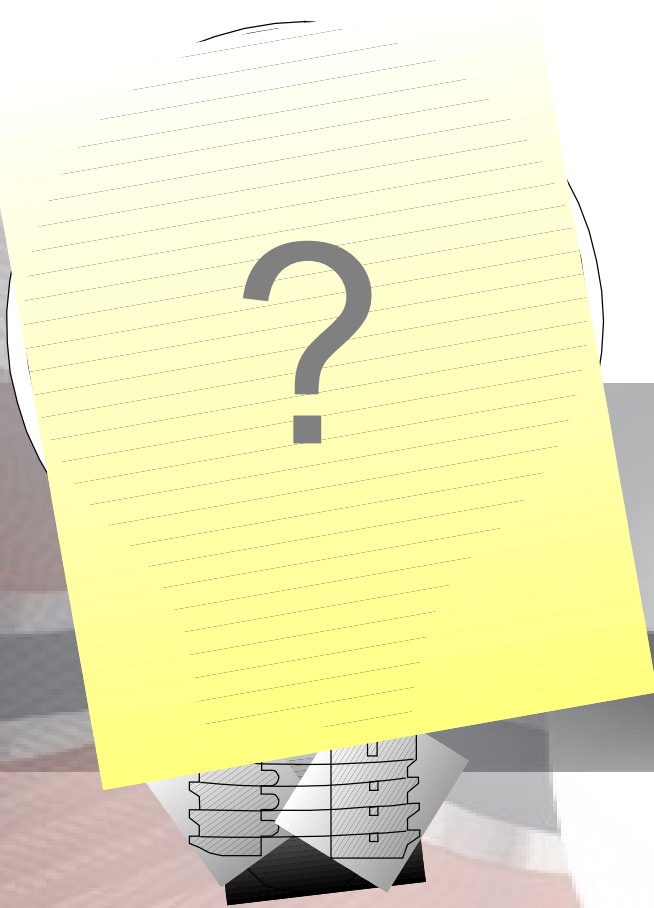
- **Not all data is created equal**
- **Data urgency classes**
 - **Static**
 - **Semi Dynamic**
 - **Dynamic**
 - **Ad-Hoc**
- **Ships Mail to Email to Online**

Culture & Training

- **Change management & culture**
 - **The risk of forcing change (compliance)**
 - **Appraisal process a key stone**
- **Best practice is not a paper exercise**
- **Training focus, not just maritime tools and systems**
 - **Soft skills and standard software**

Conclusion

- **Collect data as part of the process**
- **Ensure context is carried with data**
- **Do not skimp on implementation phase**
- **Don't tick the box, add value**
- **Evaluate, train, re-evaluate and train again**
- **Spend wisely, he who spends the most does not necessarily win**



Questions & Answers

Chinese Proverb

**Tell me and I will forget, show
me and I may remember,
involve me and I will
remember.**



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Thank you

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