



Danaos Corporation

**Strategies for operating
a service-oriented shipping company**

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Service-oriented shipping company

- **Cargo transportation is a service**
- **We view Danaos Shipping as a service company**
- **The customers are the major liner companies**
- **We consider our vessels not as “assets” but as tools for the efficient fulfillment of our service assignments.**

Operational mode

- **We do not engage solely in the “traditional” vessel management mode**
- **We provide a platform for efficient execution of the charterer requirements**
- **Maximum integration amongst departments and with charterers and third parties**

Strategy for systems / procedures development

- **Global data platform for information sharing**
- **Supports charterer requirements for operational information / cargo / documentation**
- **Supports our operational flexibility**
- **Supports novel concepts such as outsourcing business processes, for example outsourcing of Planned Maintenance follow-up**

Requirements for software development

- **Maximum possible integration of departmental activities**
- **Ease of communication amongst departments**
- **Ensures consistency of information**
- **Ease of communication with charterers and with third parties**

Man-machine interface

- **Efficient interface is crucial for successful implementation of modern IT systems onboard**
- **Crew aptitude regarding software is poor**
- **They cannot get IT specialist personal assistance**
- **They are overloaded with additional duties (eg new regulations) and cannot be expected to cope with difficult and cumbersome software facilities**

Developments in satellite communications

- **Recent trend towards broadband satcom systems is encouraging**
- **The idea of centralizing all vessel databases ashore (through a broadband connection) is very appealing**
- **Reasonable economics are needed that will make this approach attractive to the majority of vessel operators**
- **It will lead to improvement in system reliability**

Leading to a better life for crews

- ➔ Crew face increasingly tighter schedules, harder work and additional regulatory pressure
- ➔ Feeling of loneliness and isolation is increased – they cannot get ashore due to security precautions
- ➔ They must be provided with affordable and effective communication means to connect to loved ones and to the outside world
- ➔ Broadband solutions could be effective in this respect

Industry direction

- ➔ **The industry has entered a right path towards adoption of broadband services**
- ➔ **However we still have some way to go before reliability versus cost is achieved**

Danaos Enterprise

Thank you

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