

Reederei "NORD" Klaus E. Oldendorff Ltd



# "Business Intelligence"

presented by

Mr. Sergiy Nastachenko

IT Manager

The Digital Ship, Limassol, 5 – 6 February 2008



# “Business Intelligence ”

- Information explosion
- KPIs
- BI solution by Cosine Consultants Ltd



The Digital Ship, Limassol, 5 – 6 February 2008



# Information Explosion

The Digital Ship, Limassol, 5 – 6 February 2008



# Information Explosion

MCSWin [SN] Access: All departments - [Incoming messages]

Memo to Digital Ship Cyprus participants - reminde karl jeffery

Date/Time	Document ID	Sender/Receiver	Text	Subject	Originator
03/02/2008 02:19:06	020208-01086563	support@stetosglo	traffic monitor alert, please review details be	Traffic Monitor Alert	admin
02/02/2008 21:44:43	020208-01086523	abbott masin	serious approach to the problem of female a	FDA-approved blue-pill to treat ED!	admin
02/02/2008 15:42:20	020208-01086469	Sergey Nastachenko	keith sergy	test woktray kotavel	manag
02/02/2008 15:36:49	020208-01086464	Sergey Nastachenko	keith sergy	woktray kotavel	manag
02/02/2008 15:24:35	020208-01086463	Sergey Nastachenko	keith sergy	test woktray	admin
02/02/2008 15:24:34	020208-01086462	Sergey Nastachenko	test sergy	test woktray kotavel	manag
02/02/2008 15:21:43	020208-01086461	Pertti Kaulmann	how would you like to have a 9 inch d1 ck ?	Unleash the power within you with THIS!	admin
02/02/2008 15:14:21	020208-01086460	Sergey Nastachenko	test sergy	test ko to woktray	admin
02/02/2008 15:14:20	020208-01086459	Sergey Nastachenko	test sergy	test woktray ko travel	manag
02/02/2008 11:11:28	020208-01086415	Juliano Epstein	make your dreams for a huge cDck come true	Get a new huge colossal rod by clickii	admin
02/02/2008 02:37:46	020208-01086328	C. F. SHARP	dear Barbara, ref your below message re messmar/s	Re: S?? HAPPY FOUR	pers
02/02/2008 02:07:36	020208-01086324	support@stetosglo	traffic monitor alert, please review details be	Traffic Monitor Alert	admin
02/02/2008 00:21:36	020208-01086318	NORDRHINE	to: teleaccount overseas ltd cc: nord R/admin	RHN - UHH cards for Nordrhine	admin
01/02/2008 22:50:00	010208-01086301	burch dhraj	maximize your boner performance!	More inches for more pleasure!	admin
01/02/2008 20:44:53	010208-01086276	Bencsik Morman	bigger is always better, when it comes to p3r	Tired of losing your erect1on in 15 mir	admin
01/02/2008 19:37:27	010208-01086255	Hayashi,KojiTKMYF	dear yiota san, thanks yours. i hereby send /RE:	Fw: RE: K.Oldendorff/SHIME --C	admin
01/02/2008 16:22:50	010208-01086139	Flora Loizou	dear captain krol, please find below pins as RE:	NORDMERKUR - Calling cards	admin

Memo to Digital Ship Cyprus participants,

I would just like to remind you about the activities happening next week in connection with Digital Ship Cyprus.

Day one of the Digital Ship conference will run 9.30am to 17.30pm on Tuesday. The conference will be followed by a cocktail reception in the exhibition hall.

All delegates and speakers are warmly invited to attend an evening Inmarsat dinner at Karatello in central Limassol. A bus will leave from outside the mi->ay: if you know of anyone else attending [apart from your goodself], pls route this to them.

NORD PK SN YP  
SHIP

The Digital Ship, Limassol, 5 – 6 February 2008



# Information Explosion

The screenshot displays two overlapping windows from a Windows XP desktop. The left window is an email client titled 'MCSWin [SN] Access: All departments - [Incoming messages]'. It shows a list of incoming messages with columns for Date/Time, Document ID, Sender/Receiver, Text, and Subject. The selected message is from 'Memo to Digital Ship Cyprus participants' with a subject line 'Memo to Digital Ship Cyprus participants - remind'. The email body contains information about a conference on Tuesday, including a schedule from 9:30am to 17:30pm and an invitation to an evening dinner at Karatello.

The right window is titled 'Marine Planned Maintenance DNV-TA1 <SLAVE SYSTEM> NORDENERGY - Electrical'. It shows a tree view of electrical components under the heading 'NORDENERGY Electrical'. The tree is expanded to show 'ELECTRICAL INSULATION READINGS', which includes a list of items from EI10 to EI27. Item EI1502, 'CIRCUITS PH-G2-06 TO PH-G2-14', is highlighted. The status bar at the bottom indicates the user is logged on as 'ADMINISTRATOR' with 'Stamp ADM' and 'Edit Level 60'.

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02/02/2008 15:42:20	020208-01086469	Sergey Nastachenko	keith sergy	test worktray kotavel
02/02/2008 15:36:49	020208-01086464	Sergey Nastachenko	keith sergy	worktray kotavel
02/02/2008 15:24:35	020208-01086463	Sergey Nastachenko	keith sergy	test worktray
02/02/2008 15:24:34	020208-01086462	Sergey Nastachenko	test sergy	test worktray kotr
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01/02/2008 22:50:00	010208-01086301	burch dhiraj	maximize your boner performance!	More inches for m
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NORD PK SN YP  
SHIP

ELECTRICAL INSULATION READINGS

- EI10 ALTERNATORS
- EI12 #1 440V FEEDER PANEL
- EI13 #2 440V FEEDER PANEL
- EI14 #1 GROUP STARTER PANEL
- EI15 #2 GROUP STARTER PANEL
  - EI1501 CIRCUITS PH-G2-01 TO PH-G2-05
  - EI1502 CIRCUITS PH-G2-06 TO PH-G2-14**
  - EI1503 CIRCUITS PH-G2-15 TO PH-G2-21
  - EI1504 CIRCUIT PH-G2-22
- EI16 AC 220V FEEDER PANEL MSB
- EI17 AC 440V FEEDER PANEL ESB
- EI18 AC 220V FEEDER PANEL ESB
- EI19 LGSP 1
- EI20 LGSP 2
- EI21 LGSP 3
- EI22 LGSP 4
- EI23 LGSP 5
- EI24 LGSP 6
- EI25 LGSP 7
- EI26 LGSP 8
- EI27 P-1 PANEL

Logged on as ADMINISTRATOR Stamp ADM Edit Level 60

The Digital Ship, Limassol, 5 – 6 February 2008



# Information Explosion

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Marine Planned Maintenance DNV-TA1 <SLAVE SYSTEM> NORDENERGY - Electrical

NORDENERGY Electrical

ELECTRICAL INSULATION READINGS

ALTERNATORS

#1 440V FEEDER PANEL

#2 440V FEEDER PANEL

#1 GROUP STARTER PANEL

#2 GROUP STARTER PANEL

1501 CIRCUITS PH-G2-01 TO PH-G2-05

1502 CIRCUITS PH-G2-06 TO PH-G2-14

1503 CIRCUITS PH-G2-15 TO PH-G2-21

1504 CIRCUIT PH-G2-22

AC 220V FEEDER PANEL MSB

AC 440V FEEDER PANEL ESB

AC 220V FEEDER PANEL ESB

LGSP 1

LGSP 2

LGSP 3

LGSP 4

LGSP 5

LGSP 6

LGSP 7

LGSP 8

P-1 PANEL

ADMINISTRATOR Stamp ADM Edit Level 60

NUI

Vessel Info - Comms List.doc (Read-Only) - Microsoft Word

COMMUNICATION DETAILS													
NAME	CALL	INMARSAT/LA/B/E		EMERGENCY TEL	INMARSAT/MINIM		INMARSAT/SEC	MOBILE	POLE STAR TRACKING	COMTEXT	HSD/ISDN/MPG/S/SH/FAX	EPIRB NO.	OFFICIAL NO.
	SIGN	TEL/TELX	FAX/DATA		TEL	FAX/DATA	TELX	TEL		E-MAIL NO.			
NORDENERGY	P3LJ9	320929810 320929813	320929811 320929812					420929810 99564140		mar.tet.ordenergy@raod.s.tratos.oe.com	391030660	209298000	9241114
NORDPOWER	P3LKG	320929210 320929213	320929211 320929212					420929210 99344387		mar.tet.ordpower@raod.s.tratos.oe.com	391030668	209292000	9241102
NORDMILLENNIUM	P3SL8	321294510 321294530	321294520 321294530					421294510 99564124	YES	mar.tet.ordmillennium@raod.s.tratos.oe.com	391022112	212945000	9202716
NORDBAY	C4SP2	761115846	761115846	600871388				421073910 99341532		mar.tet.ordbay@raod.s.tratos.oe.com	600871387 600871390 600871389	210739000	9319870
NORDMARK	P3KN7	761116291	761116292	600871666				421257710 421257711	YES	mar.tet.ordmark@raod.s.tratos.oe.com	600871665 600871668 600871667	212577000	9147447
NORDSTRENGTH	P3YK7	321258710 321258740	321258720 321258730					421258710 421258711	YES	mar.tet.ordstrength@raod.s.tratos.oe.com		212587000	9144067
NORDVENUS	P3TH9	600386195 600386193		600386194				421208410 99564136		mar.tet.ordvenus@raod.s.tratos.oe.com		212084000	9277747
NORDMARS	P3TLV	763994828	600387978 600387976	600387977				421085710 99564127		mar.tet.ordmars@raod.s.tratos.oe.com		210857000	9277769
NORDNEPTUN	P3TK9	763997411	600388757 600388755	600388756				421097910 99564126		mar.tet.ordneptun@raod.s.tratos.oe.com		210979000	9277773
NORDMERKUR	P3TJ9	763994831	600388753 600388751	600388752				421003210 99564129		mar.tet.ordmerkur@raod.s.tratos.oe.com		210032000	9277761
NORDELBE	P3YB8	321036610 321036640	321036620 321036630					421036610 421036611		mar.tet.ordelbe@raod.s.tratos.oe.com	391022133	210336000	9212694
NORDWESER	P3YB8	321019010 321019040	321019020 321019030					421019010 421019011		mar.tet.ordweser@raod.s.tratos.oe.com	391022132	210190000	9212709
NORDDEMS	P3YA8	320988610 320988640	320988620 320988630					420988610 420988611		mar.tet.orddems@raod.s.tratos.oe.com	391022130	209988000	9224685
NORDTRAVE	P3XZ8	320972810 320972840	320972820 320972830					420972810 420972811		mar.tet.ordtrave@raod.s.tratos.oe.com	391022131	209728000	9224697

Vessel Info - Comms List.doc: 5,783 characters. (Read Only)

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Marine Planned Maintenance DNV-TA1 <SLAVE SYSTEM> NORDENERGY - Electrical

NORDENERGY Electrical

ELECTRICAL INSULATION READINGS

ALTERNATORS

#1 440V FEEDER PANEL  
#2 440V FEEDER PANEL  
#1 GROUP STARTER PANEL

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COMMUNICATION DETAILS										
NAME	CALL	INMARSAT/LA/B/E		EMERGENCY TEL	INMARSAT/MINIM		INMARSAT/SEC	MOBILE	POLE STAR TRACKING	COMTEXT E-MAIL NO.
	SIGN	TEL/STLX	FAX/DATA	TEL	TEL	FAX/DATA	TLX	TEL		
NORDENERGY	P3LJ9	320929810 320929813	320929811 320929812				420929810	99564140		mar.ter.norde@nrg@raod.stratosoie.com
NORDPOWER	P3LKG	320929210 320929213	320929211 320929212				420929210	99344387		mar.ter.nordp@nrg@raod.stratosoie.com
NORDMILLENNIUM	P3SL8	321294510 321294530	321294520 321294530				421294510	99564124	YES	mar.ter.nordmille@nrg@raod.stratosoie.com
NORDBAY	C4SP2	761116846	761116846	600871388			421073910	99341532		mar.ter.nordbay@raod.stratosoie.com
NORDMARK	P3KN7	761116291	761116292	600871666			421257710 421257711	99564128	YES	mar.ter.nordmark@raod.stratosoie.com
NORDSTRENGTH	P3YK7	321258710 321258730	321258720 321258730				421258710 421258711	99564126	YES	mar.ter.nordstr@nrg@raod.stratosoie.com
NORDVENUS	P3TH9	600386195 600386193		600386194			421208410	99564136		mar.ter.nordven@nrg@raod.stratosoie.com
NORDMARS	P3TLV	600387978 600387976		600387977			421085710	99564127		mar.ter.nordmars@raod.stratosoie.com
NORDNEPTUN	P3TK9	600388757 600388755		600388756			421097910	99564126		mar.ter.nordnept@nrg@raod.stratosoie.com
NORDMERKUR	P3TJ9	600388753 600388751		600388752			421003210	99564129		mar.ter.nordmerk@raod.stratosoie.com
NORDELBE	P3YEB	321036610 321036640	321036620 321036630				421036610 421036611	+40-172-7071917		mar.ter.nordelbe@raod.stratosoie.com
NORDWESER	P3YBB	321019010 321019030	321019020 321019030				421019010 421019011	+40-172-7071911		mar.ter.nordweser@raod.stratosoie.com
NORDEMS	P3YAB	320988610 320988640	320988620 320988630				420988610 420988611	+40-172-7071913		mar.ter.nordems@raod.stratosoie.com
NORDTRAVE	P3XZ8	320972810 320972830	320972820 320972830				420972810 420972811	+40-172-7071914		mar.ter.nordtrave@raod.stratosoie.com

1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005

Draw AutoShapes

Vessel Info - Comms List.doc: 5,783 characters. (Read Only)

The Digital Ship, Limassol, 5 – 6 February 2008



# Information Explosion

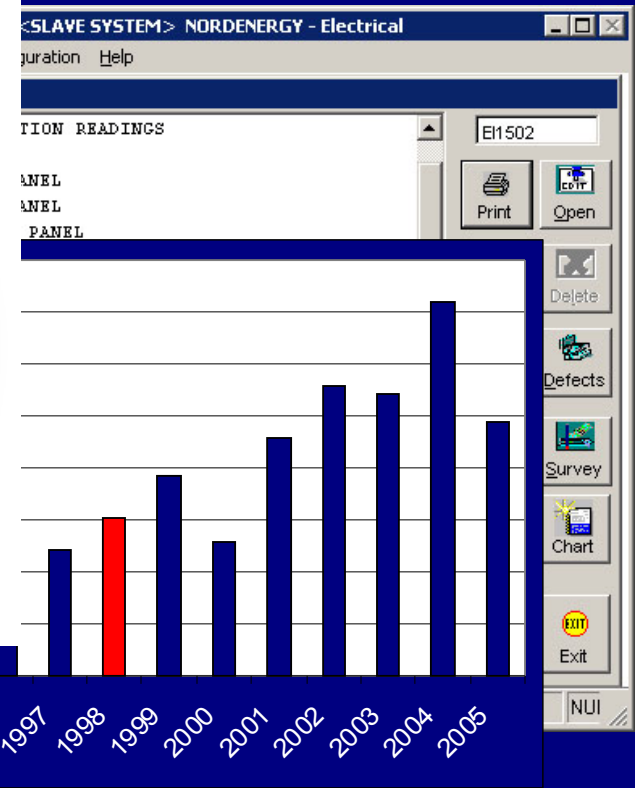
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NORDPOWER	P3LKG	320929210 320929213	320929211 320929212				420929210
NORDMILLENNIUM	P3SL8	321294510 321294540	321294520 321294530				421294510
NORDBAY	C4SP2	761116846	761116846	600871388			421073910
NORDMARK	P3KN7	761116291	761116292	600871666			421257710 421257711
NORDSTRENGTH	P3YK7	321258710 321258740	321258720 321258730				421258710 421258711
NORDVENUS	P3TH9	600386195 600386193		600386194			421208410
NORDMARS	P3TL9	600387978 600387976		600387977			421085710
NORDNEPTUN	P3TK9	600388757 600388755		600388756			421097910
NORDMERKUR	P3TJ9	600388753 600388751		600388752			421003210
NORDELBE	P3YEB	321036610 321036640				7071917	421036610 421036611
NORDWESER	P3YBB	321019010 321019040				7071911	421019010 421019011
NORDDEMS	P3YAB	320988620 320988640				+40-172-420988610 7071913	420988610 420988611
NORDTRAVE	P3XZ8	320972810 320972830				+40-172-420972810 7071914	420972810 420972811



The Digital Ship, Limassol, 5 – 6 February 2008



# KPIs

	KPI	Source
	<b>Operations / Safety</b>	
1	Number of incidents / accidents in a given time frame (excluding personnel injuries)	ISM software
2	Number of Oil Majors' inspection observations, per inspection	Excel forms
3	Number of Port State Control deficiencies per inspection	Excel forms
4	Monthly Planned Maintenance System (PMS) statistics of outstanding items	PMS software
	<b>Personnel</b>	
5	Retention rate Officers and Crew	Crewing software
6	LTIF (Lost Time Injury Factor)	ISM & Crewing software
	<b>Financial</b>	
7	Performance against targets (Budgets)	Accounts software / Excel
8	Liquidity statistics – Cash position	Accounts software / Excel
9	Profitability statistics – Margins, ROI	Accounting software

The Digital Ship, Limassol, 5 – 6 February 2008

# The Cosine **Business Intelligence** Workshop



Prepared by: Costas Ioannou

# Agenda

- A. What is Business Intelligence
- B. Business Intelligence Benefits
- C. Business Intelligence Methodology
- D. Technology Roadmap to BI/Case Study

# Business Intelligence Defined

*“The act of capturing raw data, then transforming and combining that data into information that can be proactively used to improve business”*

# Business Concerns

<b>I have too much data and not enough information!</b>	Lack of dependable information to make timely decisions
<b>Why don't all my reports tie together?</b>	Competitors with better & more accurate information are winning
<b>Management need answers yesterday!</b>	IT is overloaded with requests for management level reporting
<b>Who has time for analysis, without the appropriate analysis tools?</b>	Business units have hired separate IT people to write reporting programs
<b>Reports from multiple operational systems do not match</b>	Difficult to assess a corporate wide picture or a single view of a customer

# Business Intelligence



# Agenda

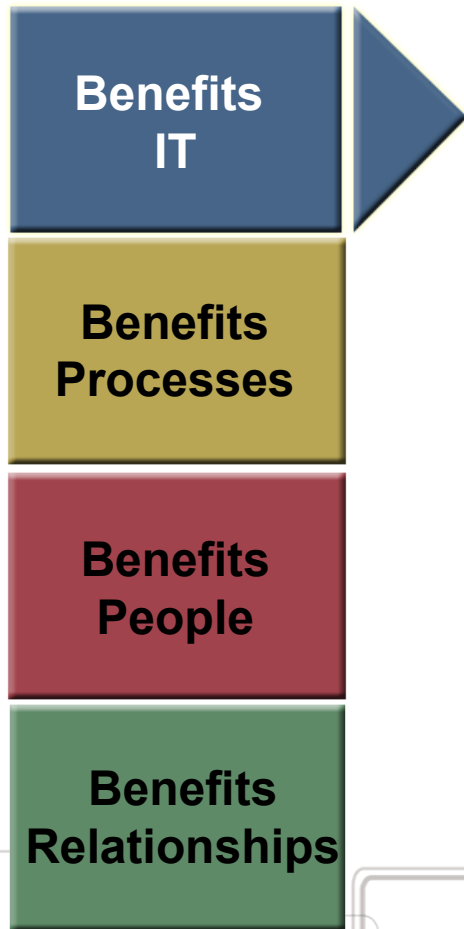
A. What is Business Intelligence

B. Business Intelligence Benefits

C. Business Intelligence Methodology

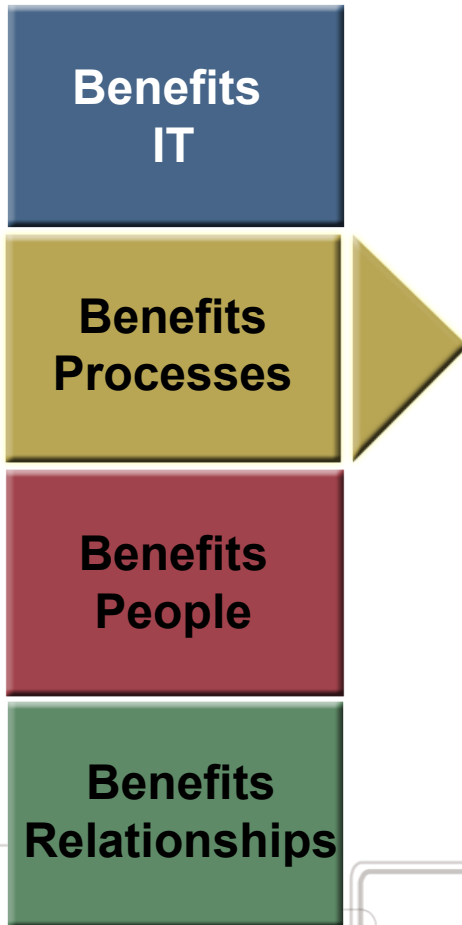
D. Technology Roadmap to BI

# Business Intelligence **Maximizes IT resources**



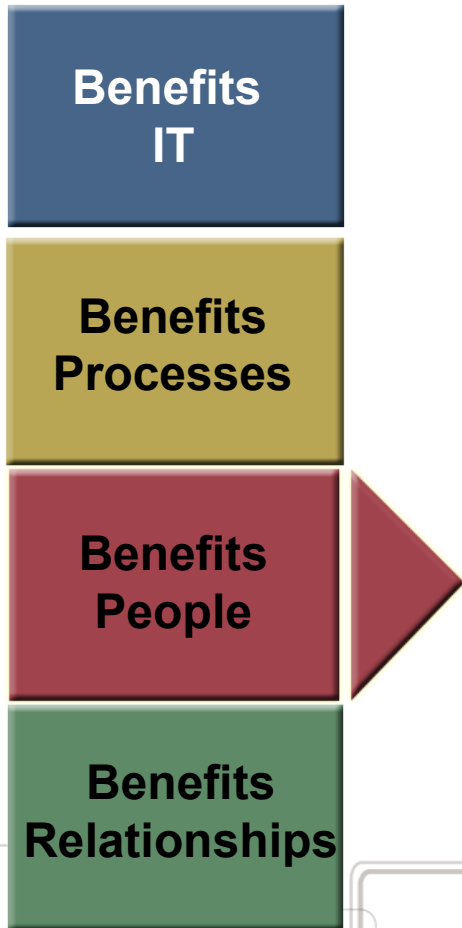
- Enterprise ready technology
  - Scalable, reliable, benchmark performance
- Aggregate existing silos of information
- Provide reporting programs and analysis tools within the business unit
  - Eliminate “Data Priests”
  - Minimize proprietary databases
  - Deliver reports faster
- Reduce overall IT Total Cost of Ownership
  - Ease of management
  - Utilize existing infrastructure
  - Leverage existing knowledge and draw from large skilled labor pool

# Business Intelligence **Enables insight into the health of your business**



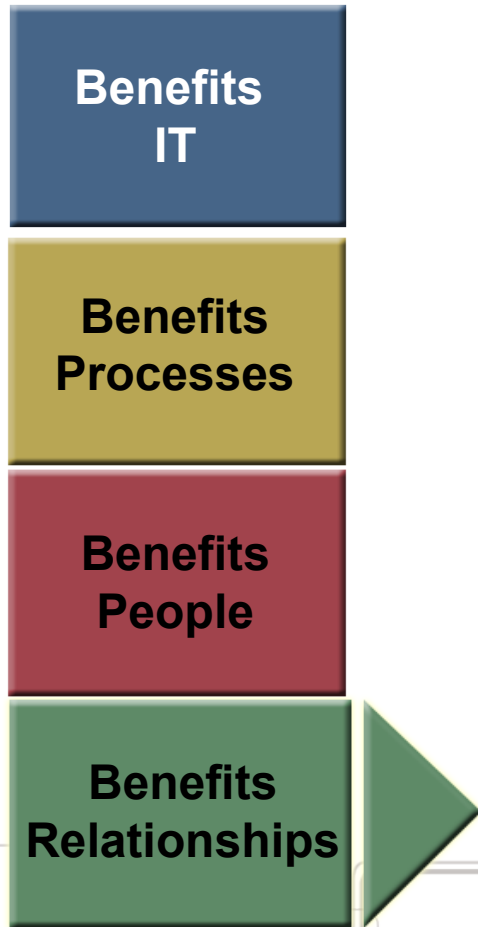
- Corporate accountability
- Provide management with holistic view of business
- Ability to course-correct in time
- Enable consistent enterprise-wide reporting and analysis
- Quickly provide Web applications for specific, flexible analysis

# Business Intelligence **Increases productivity**



- Allocate human resources efficiently and effectively
- Enable self-serve analytics
- Reduce developer and end-user learning curves

# Business Intelligence **Improves focus on customers**



- Gain insight into customer actions
  - Provide single view of customer to improve loyalty
  - Determine accurate product mix for maximum profitability
  - Align trends in sales or customer buying habits with campaigns and promotions
- Greatly improve time to market
- Improve overall value to customer

# Agenda

A. What is Business Intelligence

B. Business Intelligence Benefits

C. Business Intelligence Methodology

D. Technology Roadmap to BI

# Our Methodology

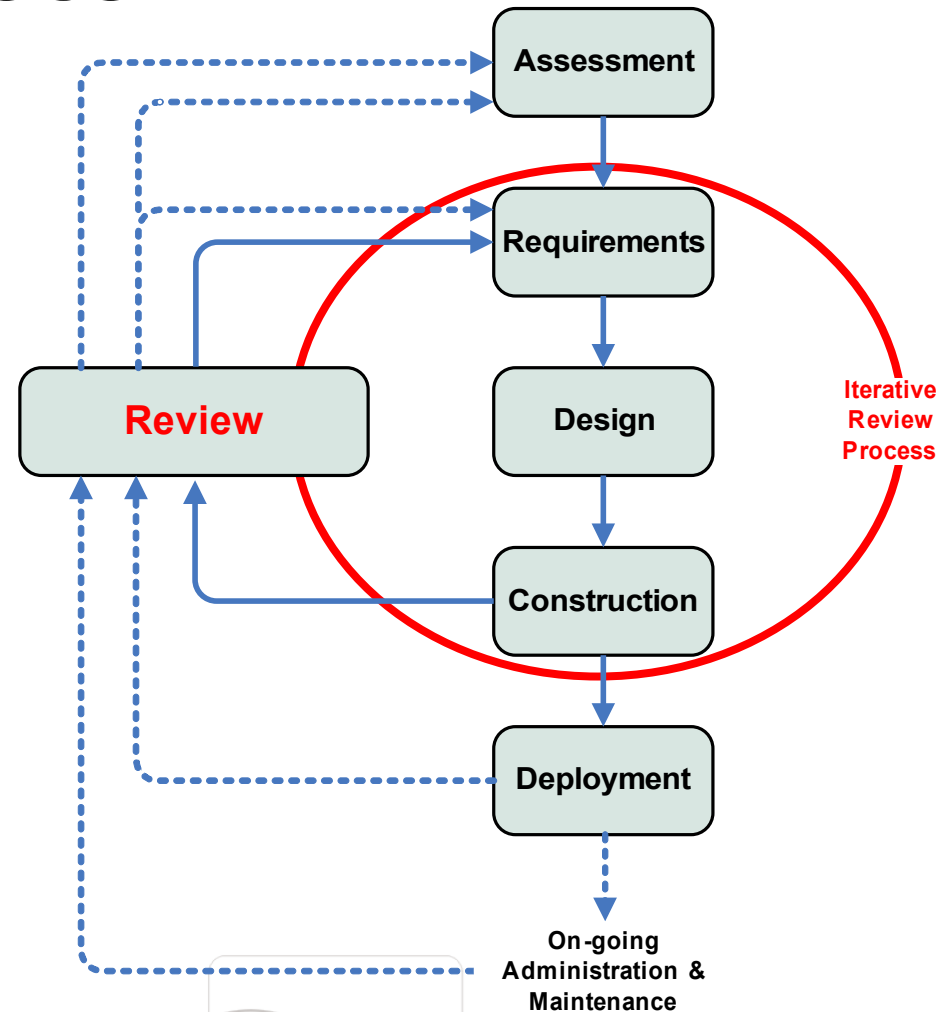
Interactive, business oriented methodology addressing diverse business needs, typically based on data warehousing infrastructures

## Advantages:

- Focus on quick deployment to business users
- Achieve faster and higher return on investment
- Reduced risk through strong, organization-wide business sponsorship
- Ensured long term benefits through flexible, but consistent processes

# Methodology Phases

- Assess project
- Define requirements
- Design solution
- Construct application
- Deploy solution
- Review 'live' solution



# Agenda

A. What is Business Intelligence

B. Business Intelligence Benefits

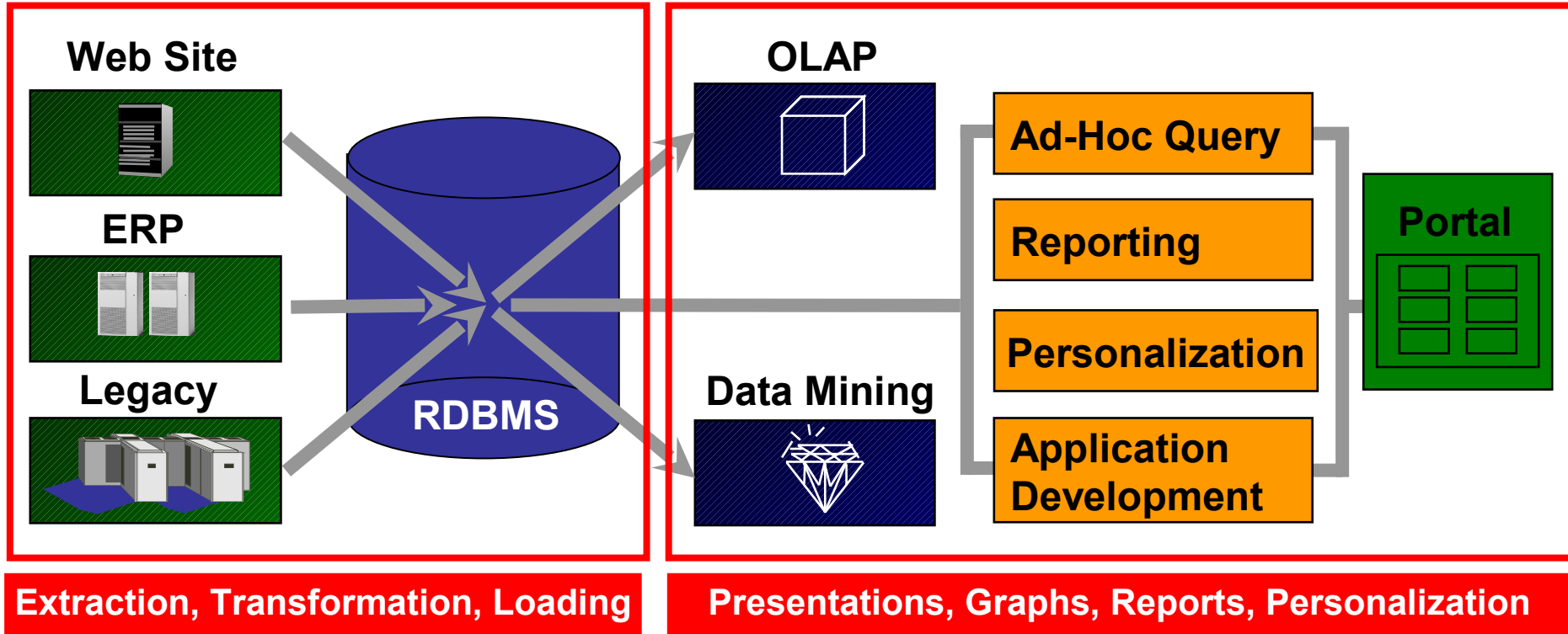
C. Business Intelligence Methodology

D. Technology Roadmap to BI

# Comprehensive BI Solutions

Data Warehouse

Business Intelligence



# Financial KPI's



- [Rerun query](#)
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- [Save as](#)
- [Revert to saved](#)
- [Printable page](#)
- [Export](#)
- [Send as email](#)
- [Worksheet options](#)

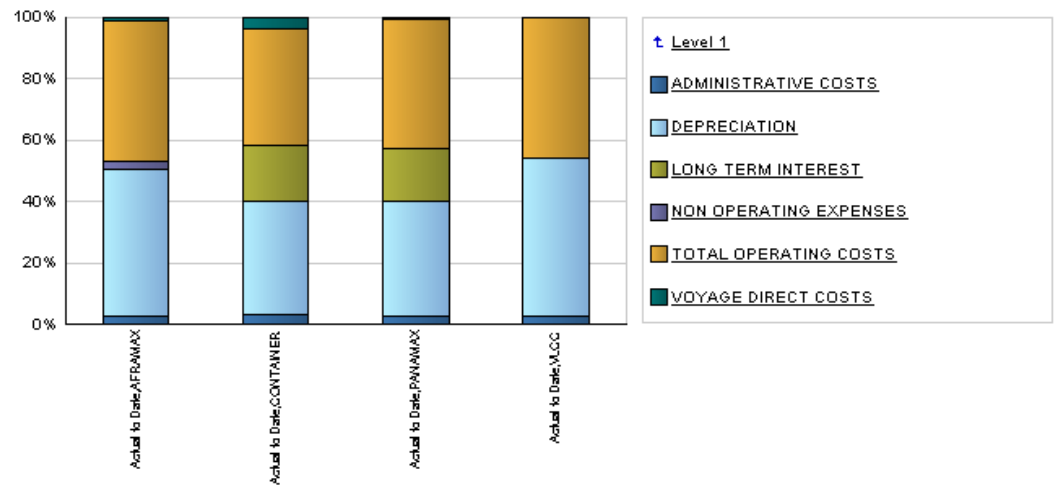
**Worksheets**

- [Fleet Operating Costs by ...](#)
- [Fleet Operating Costs by ...](#)
- [Fleet Operating Costs by ...](#)
- [Fleet Operating Costs by ...](#)
- [Fleet Operating Costs Tre ...](#)
- [Fleet Operating Costs by ...](#)

**Graph**

Tools [Graph](#) [Data](#)

Page Items Year **2007**



**Crosstab**

Tools [Layout](#) [Format](#) [Stripchart](#) [Rows and Columns](#)

Page Items Year **2007**

		Actual to Date					
		Vessel Class	AFRAMAX	CONTAINER	PANAMAX	VLCC	Fleet Total
▶ Level 2							
▶ ADMINISTRATIVE COSTS			118,312	144,690	191,280	199,130	653,412
▶ DEPRECIATION			2,116,526	1,506,267	2,419,676	3,444,922	9,487,391
▶ LONG TERM INTEREST			00	741,184	1,111,518	00	1,852,702
▶ NON OPERATING EXPENSES			121,206	8,273	9,619	7,661	146,759
▶ TOTAL OPERATING COSTS			2,020,933	1,561,095	2,724,792	3,082,200	9,389,020
▶ VOYAGE DIRECT COSTS			46,086	149,694	39,759	12,029	247,569
<b>Total Operating Costs</b>			<b>4,423,063</b>	<b>4,111,204</b>	<b>6,496,644</b>	<b>6,745,943</b>	<b>21,776,854</b>

# Operations and Safety KPI's

NORDInsight



REEDEREI "NORD" KLAUS E. OLDENDORFF

Operations / Safety

Personnel

Financial

Directors

Analysis Maintenance

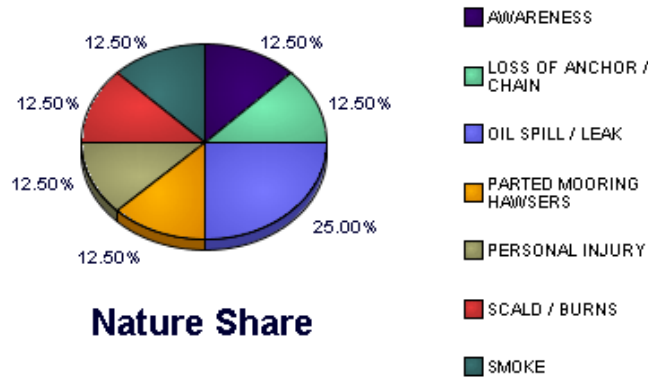
Business Area

Accident/Incident

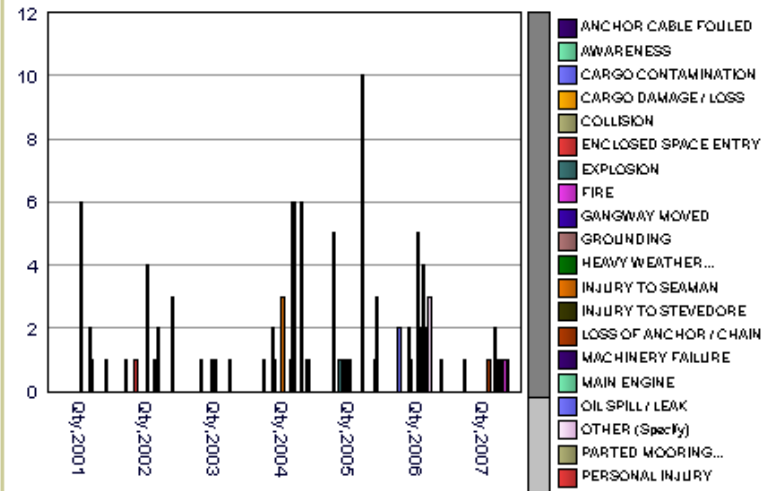
Focus Area

Nature of Accident

Accident / Incidents - Nature Analysis by Year : 2007



Accident / Incidents - Nature Trend Analysis



Detailed Analysis:



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[Operations / Safety](#)

[Personnel](#)

[Financial](#)

[Directors](#)

Analysis [Maintenance](#)

Business Area

Safety : LTIF & TRCF

Focus Area

## Nationality of Seafarers involved in LTIs, RWCs, MTCs, FACs & Exposure Hours by Year : 2007

Page Items Year

	LTIs	RWCs	MTCs	FACs	Exposure Hours	Qty Nationality Onboard
▶ <b>Nationality Group</b>						
▶ BURMESE	0	0	0	0	17376	4
▶ CHINESE	0	0	0	0	21909	5
▶ CIS	0	0	0	0	144635	33
▶ EUROPEAN - EU	0	0	1	1	240226	55
▶ EUROPEAN - NON-EU	0	0	0	0	52679	12
▶ FILIPINO	0	0	0	1	579924	133
▶ INDIAN	0	0	0	0	30408	7
▶ KIRIBALIAN/TUVALUAN	0	0	0	0	136553	31
▶ SRI LANKAN	0	0	0	0	157682	36
<b>Total Fleet</b>	<b>00</b>	<b>00</b>	<b>1</b>	<b>2</b>	<b>1,381,392</b>	<b>316</b>

Detailed Analysis:

# Personnel KPI's



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Operations / Safety

Personnel

Financial

Business Area

Employment Statistics

Focus Area

Employee Retention Statistics

Personnel Analysis - Retention

(Spot Picture On: 02-JUL-07)

	TANKERS TOTAL III POOL	TANKERS JOINED BEFORE 2 YRS	TANKERS Retention Rate	DRY CARGO TOTAL III POOL	DRY CARGO JOINED BEFORE 2YRS	DRY CARGO Retention Rate	Fleet Retention Rate
▶ Rank							
▶ CHIEF ENGINEER	42	36	85.71 %	78	76	97.44 %	93.33%
▶ CHIEF OFFICER	44	36	81.82 %	95	84	88.42 %	86.33%
▶ ELECTRICIAN	14	14	100.00 %	54	46	85.19 %	88.24%
▶ ELECTRONIC OFF	9	6	66.67 %	14	14	100.00 %	86.96%
▶ FOURTH ENGINEER	18	12	66.67 %	59	55	93.22 %	87.01%
▶ MASTER	45	35	77.78 %	72	67	93.06 %	87.18%
▶ SECOND ENGINEER	42	34	80.95 %	122	95	77.87 %	78.66%
▶ SECOND OFFICER	33	32	96.97 %	91	72	79.12 %	83.87%
▶ SENIOR/ELEC	15	10	66.67 %	36	32	88.89 %	82.35%
▶ THIRD ENGINEER	32	23	71.88 %	52	48	92.31 %	84.52%
▶ THIRD OFFICER	38	25	65.79 %	100	86	86.00 %	80.43%
<b>Total Personnel</b>	<b>332</b>	<b>263</b>	<b>79.22 %</b>	<b>773</b>	<b>675</b>	<b>87.32 %</b>	<b>84.89%</b>