

Continuous Improvement

A Software Vendor's aspect

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The role of a vendor when embracing continuous improvement as opposed to compliance

- ✓ **The embracement of continuous improvement needs commercial incentive**
- ✓ **Clients that seek differentiated value behave differently towards their vendors and subcontractors than clients that seek compliance alone**
- ✓ **Vendors such as shipyards can obviously offer tremendous benefit to continuous improvement. It should be no less so with software vendors.**

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How is software involved with higher operating standards in the industry?

- ✓ **Transport by sea is an industry with a high degree of hardware reliability and redundancy**
- ✓ **There are critical operations that still require human judgment**
- ✓ **There is zero tolerance to pollution due to easy media coverage and obscure perception of the industry by the general public**
- ✓ **There is a need to assist the process of eliminating risk**
- ✓ **There is a need to record critical practices to demonstrate competence**

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How is software involved with higher operating standards in the industry?

- ⇒ **In assessing risk**
 - ✓ Risk is process and context dependent.
 - ✓ Software should be designed to differentiate changes in context and flag up new risks in process.
 - ✓ The risk in Carrying a high pour point cargo in the North Atlantic in winter are different to those during summer in the Caribbean. They are affected by experience of crew with the ship, experience of superintendents, experience with cargo line flushing, experience with this type of voyage just to name a few.
- ✓ **In Co-ordination and Networking**
 - ✓ Coordination is about slicing up the thousands of resource skills set in your company and matching them to the thousands of incremental resource requirements.
 - ✓ The workflow to solve a Boiler problem involves different people and resources to those required to solve a main Engine problem.
 - ✓ People cannot be experts at everything that is why we have experts in different areas in every team.
- ✓ **In decision making**
 - ✓ That can be enhanced by timely well filtered Information.
 - ✓ Do you stop a ship for a down time repair or do you do it on the next voyage?
 - ✓ The decision would be based on current crew experience, on voyage risks, on repair details, on information that someone has to match to the decision at hand.
- ✓ **In timely resource planning**
 - ✓ Planning is a well understood requirement
 - ✓ BUT does the planning keep up with events or is it the technology that is lagging behind because of bad ergonomics.
 - ✓ **HOW OFTEN DO WE PLAN ON HOW TO USE THE PLANNER.**
- ✓ **In convenient and practical record keeping**
 - ✓ It is important in an incident.
 - ✓ Like Surgeons Ship Operators and Oil Companies are judged by scrutinizing records after an incident.
 - ✓ You have to prove you were doing a good job up to the incident. In different records or poor practices can be disastrous testimonials for the shipping and Oil Companies involved.
 - ✓ Good record keeping must be a by-product of daily work. A good software product must make record keeping effortless.
- ✓ **In assisting busy multi-tasking mariners**
 - ✓ Masters and Chief Engineers are Risk Managers NOT clerks.

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What would a supplier of software to the marine industry have to say about the future of the industry?

- ✓ **Some of the software requirements of the marine industry today are requirements that other industries do not yet need but will need from their software in the future**
- ✓ **The marine industry requires a higher degree of ergonomics than most industries**
- ✓ **Multi tasking users are not the main users of software in other industries**

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How are other industries dealing with multi tasking users?

They are not

- ✓ E-mail over load
- ✓ ERP is too inflexible because it is too hard to built in all the process variance without introducing complexity
- ✓ Websites and e-commerce expect each user to re-enter personal and corporate information
- ✓ Other appliances in the home and at work take very little consideration of how the user expects to select the desired function

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What will happen in the marine industry to assist with multi tasking users

- ✓ **System profiled for each user**
- ✓ **Avoiding confusion between the process you want and all the available processes**
- ✓ **The right thing for the right person at the right time**
- ✓ **Web services that take into consideration company profiling**

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How will other industries cope with this?

- ✓ **E-mail overload is already a major concern in large companies. They are setting the type of taxonomy standards which will not work**
- ✓ **Websites that tailor themselves to the user real time**
- ✓ **Websites will begin to receive tremendous amount of personal and corporate details**

Microsoft passport is one example

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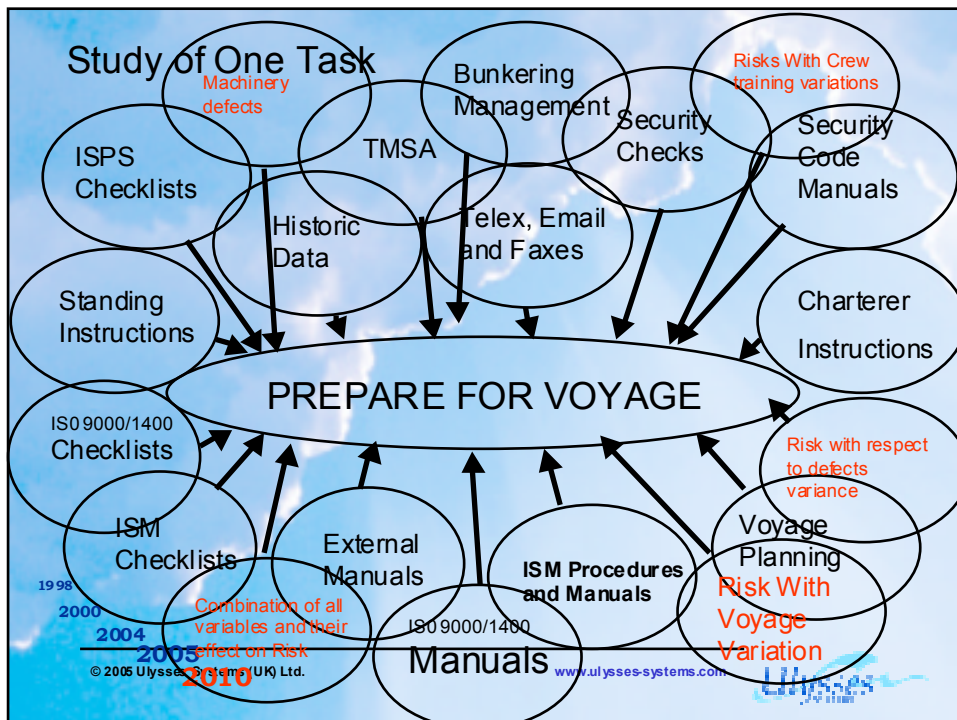


What will be the future in the marine software industry?

- ✓ **More applications used by each maritime manager in the future**
- ✓ **Ever increasing requirements for documentation**

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Study of Second Task of 1200

- ➔ Only Joking!

What will Manufacturers do?

- ✓ **Electronic monitoring and diagnosis**
- ✓ **Shipyards taking a more active role in offering a complete product**

What will the industry gain from the main software suppliers

The software industry will give us intelligent search engines suitable for making good attempts to find things on an unstructured environment like the web

- ✓ **All industries will use software building blocks made by the largest software companies like Microsoft**
 - ✓ **Project Green**

Who will give the marine industry what it needs?

- ✓ **Those companies that can understand the ROI of not wasting the time of their critical employees**
- ✓ **Those suppliers who understand and have focused on the problem**
- ✓ **The companies that realise that detail profiling of every step of every process is the only way to connect the software with the multi tasking users**
- ✓ **Those that realise that each industry will produce the taxonomy that suits its special needs and the taxonomy will dictate the way systems manage vast amounts of information**

Conclusion

- ✓ Dealing with innovation that the mainstream software industry has yet to deal with is an example of a continuous improvement culture
- ✓ Companies that seek to improve continuously, seek tools that are aligned to the way technology is progressing and seek from their vendors to focus and innovate in order to create value that will proliferate to a wide range of company activities

Conclusion (cont.)

- ✓ The greatest reward comes from enhancements that improve people performance in general, not just individual features. Rather like continuous improvement which assures overall quality rather than compliance which ensures narrow alignment
- ✓ A closer relationship between software and the way that humans work is an issue of concern in shipping more so than in other industries. The companies that embrace this will find value in far more areas than they ever expected

Finally...

Value requires valuation. We have embraced measurement. However measurement contributes to continuous improvement no more than compliance contributes to quality. We need to evolve the measurement into proper assessment of value. This not just an industry quest, it should be a quest for all economies wishing a sustain growth. It is a bottom up process, from keeping streets clean up to more elaborate values like good education

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Any Questions?

Thank you

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