



Wilhelmsen Maritime Services

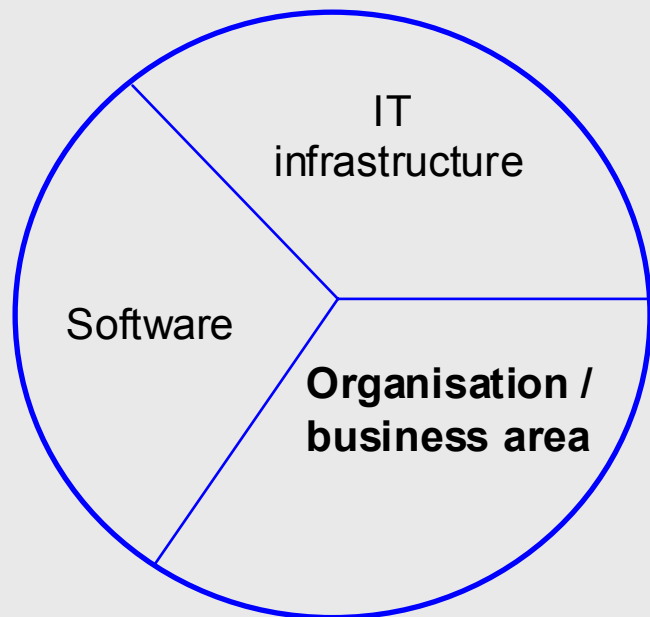
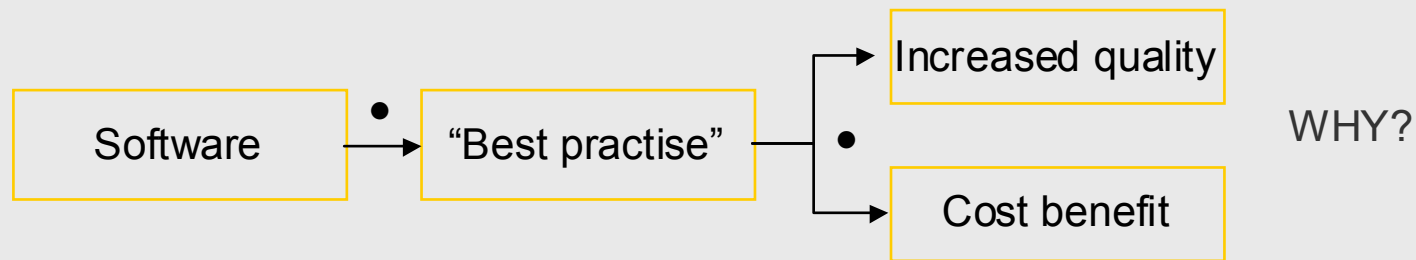
Kari-Anne Larmerud
Business Architect Barber Ship Management



Agenda



Generally – not only in shipping – my experience is:



Cooperation & communication between these areas

“Wilhelmsen Maritime Services will be the shaper of the maritime service industry”



Wilhelmsen Maritime Services

Key Account Management Organisation

PORT SERVICES

CREWING

SHIP MANAGEMENT

LINER

**MARINE
CONSULTING**

BUNKERS

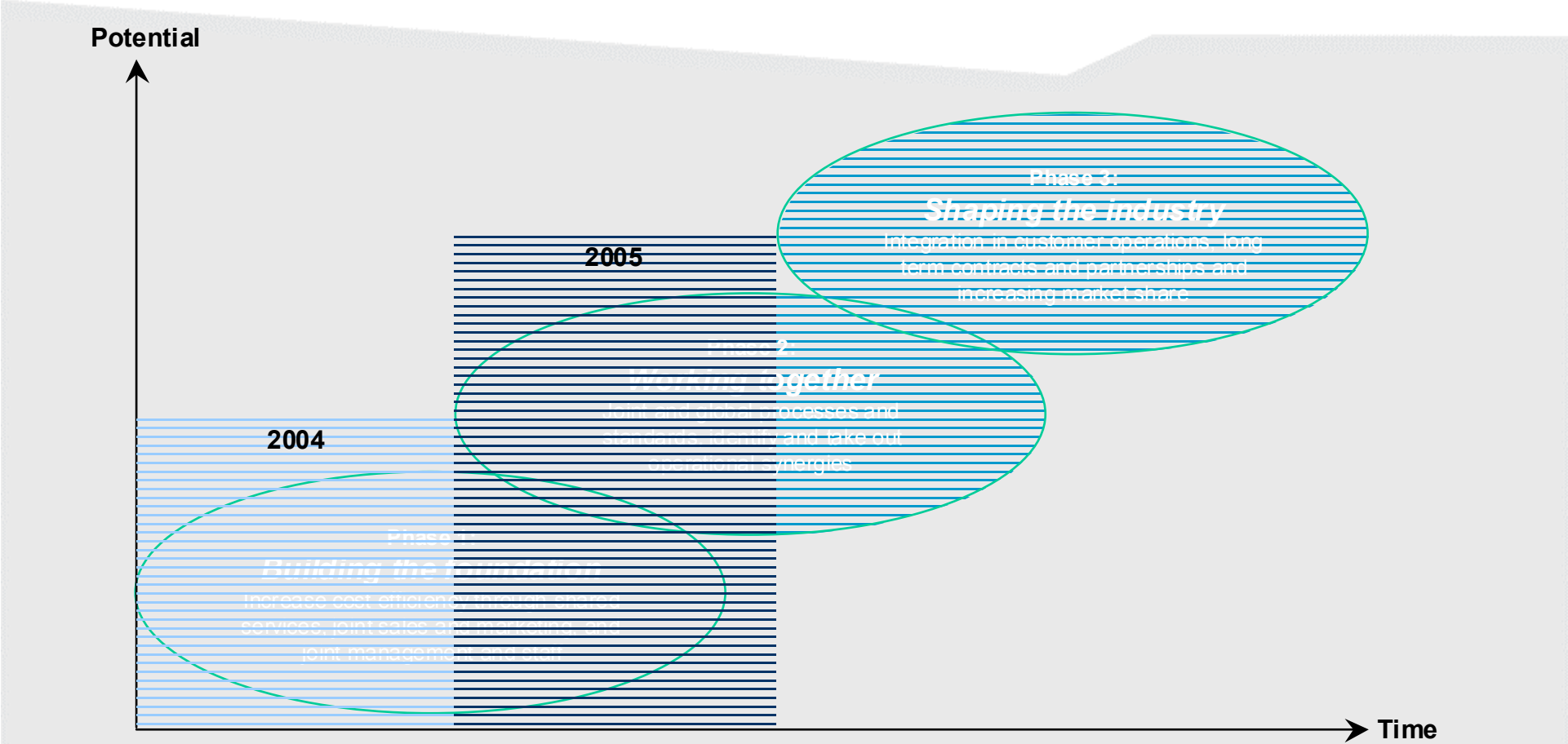
INSURANCE

SOFTWARE

LOGISTICS

Shared Services & Support Organisation

We have defined three phases in developing into a shaper



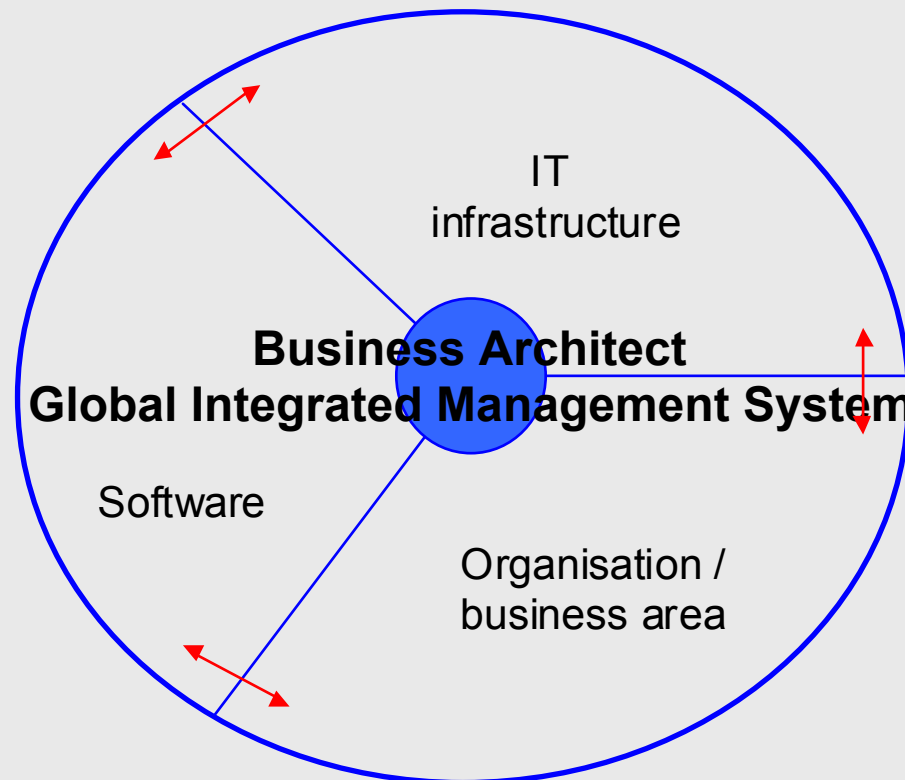
A successful transformation requires a clear prioritisation of activities in each phase, whilst always understanding and acting according to our shared vision.

General challenges – how do WMS address them?



- Communication between the three areas – breaking down the walls between them

WMS has two initiatives; BA and GIMS



- ✓ Don't know what to ask for
- ✓ Don't know how to use what they have got

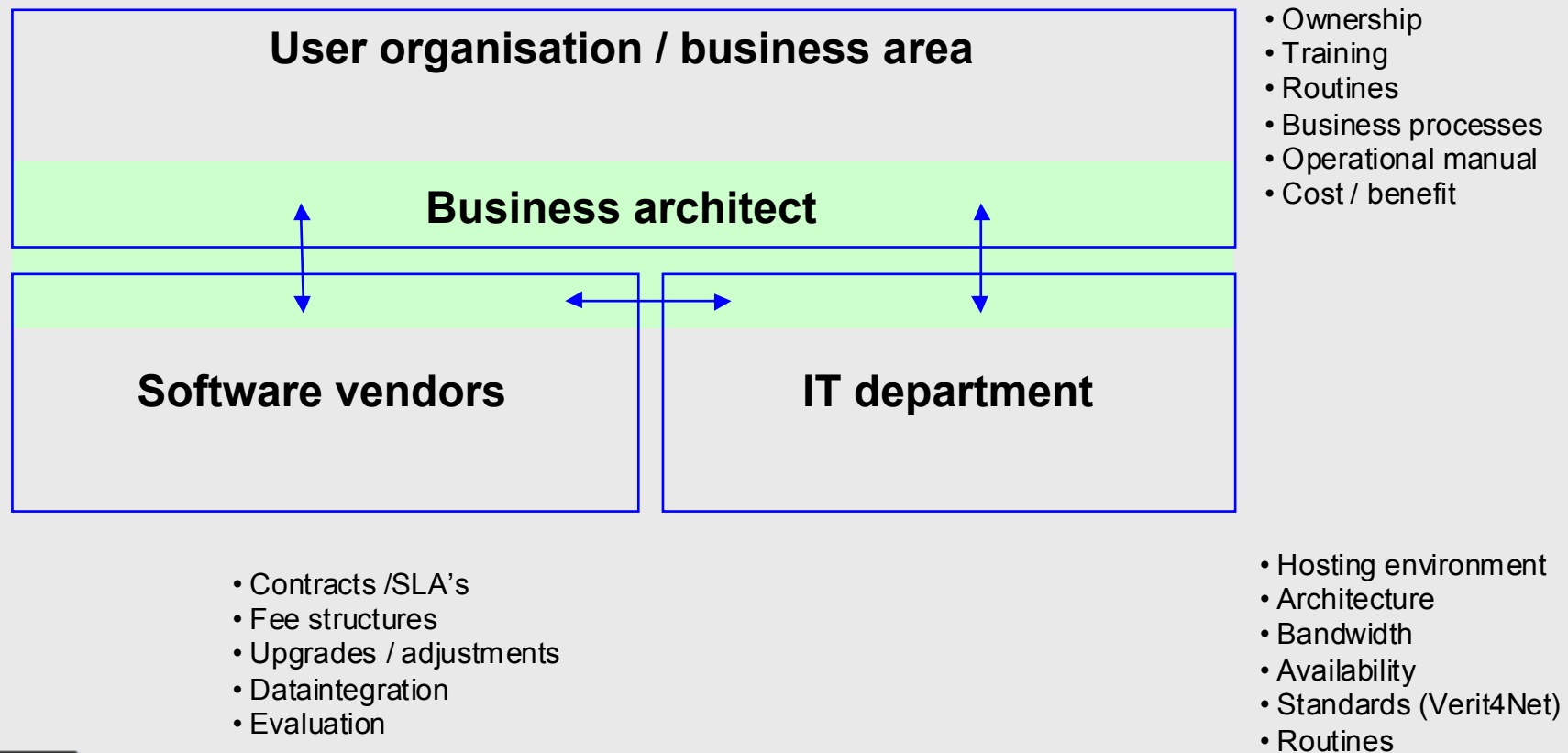
Business architect – a new role in WMS



“Ensure the best possible **solutions** to support our business processes”

“Maximize efficiency and quality”

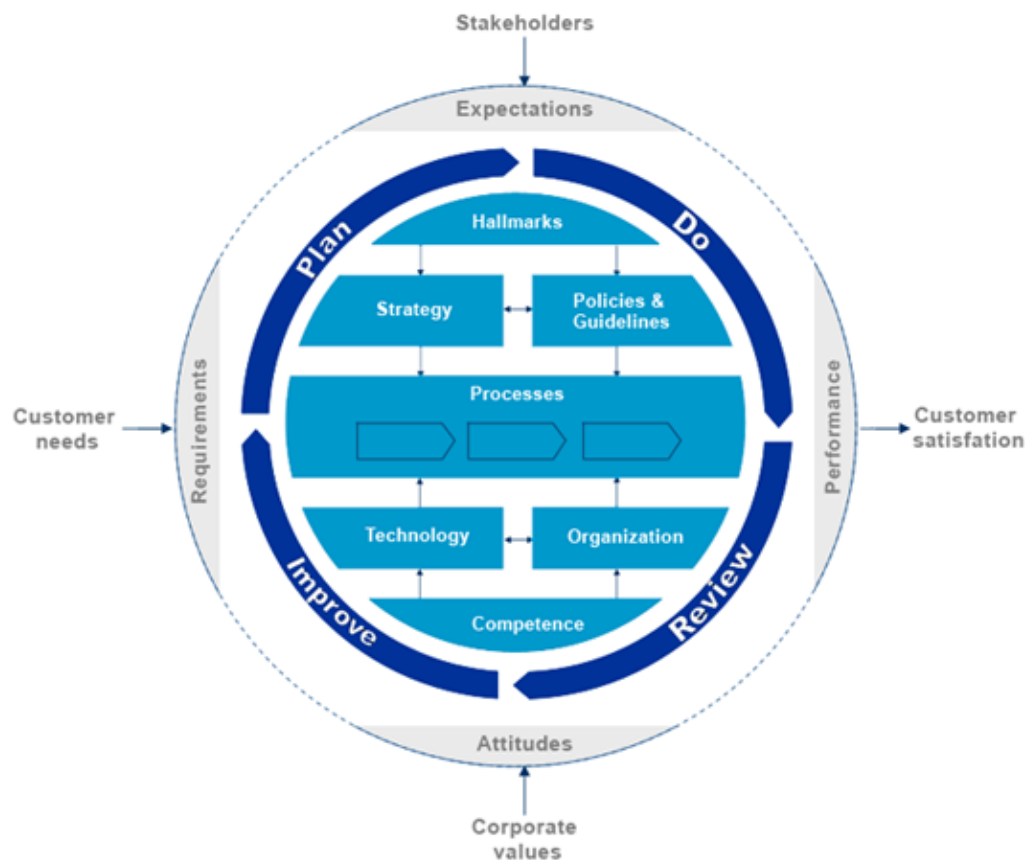
Coordinate & supervise the cooperation between software vendors, IT & the user organisation



Global Integrated Management System (GIMS)



.. / Home



Introduction

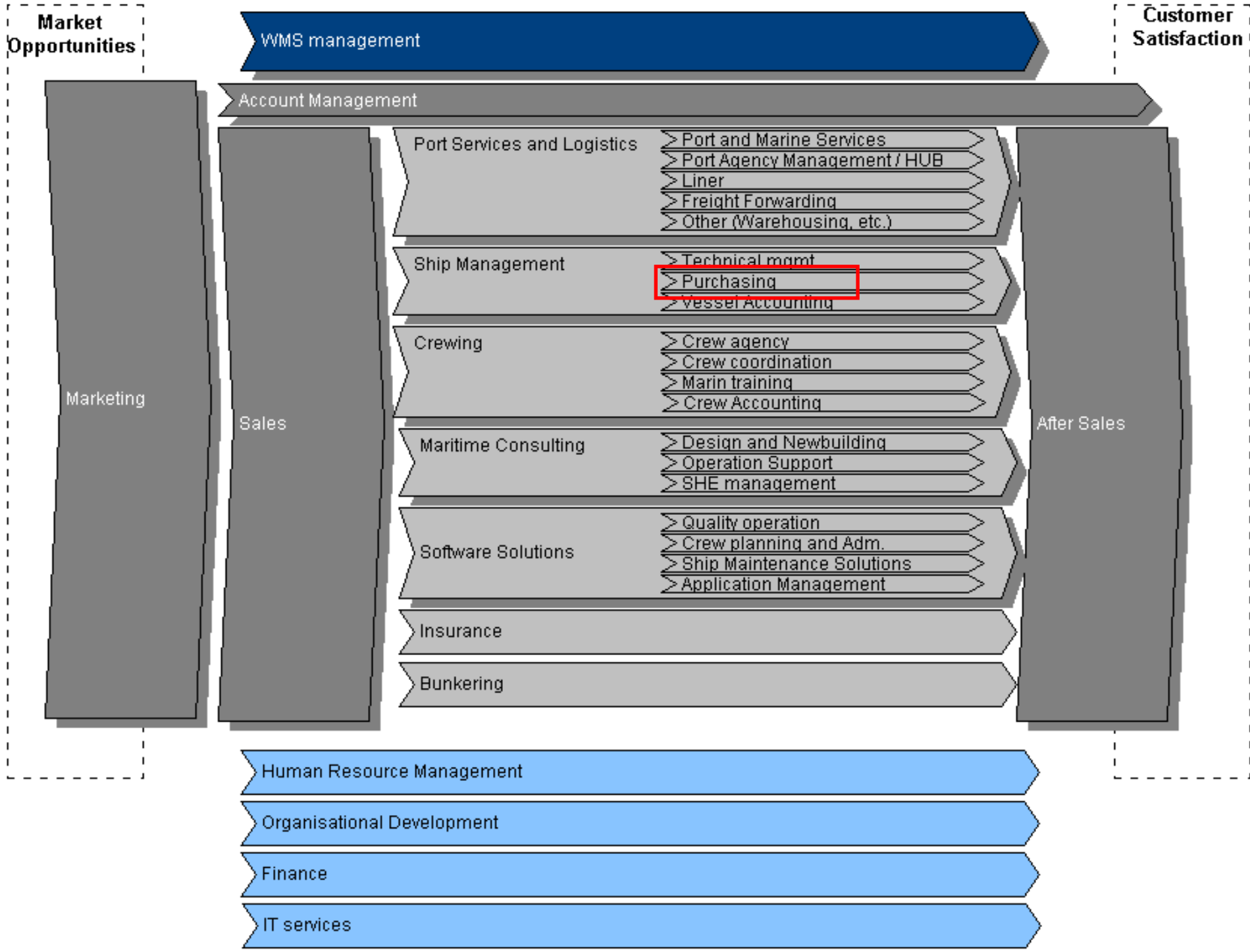
Welcome to our test / development environment for our new **Global Integrated Management System (GIMS)**. The intention with this site is to facilitate communication of governing documentation for WMS as it is developed.

Please be patient with incomplete pages and missing functionality as the site is under construction and will be subject to frequent updates!

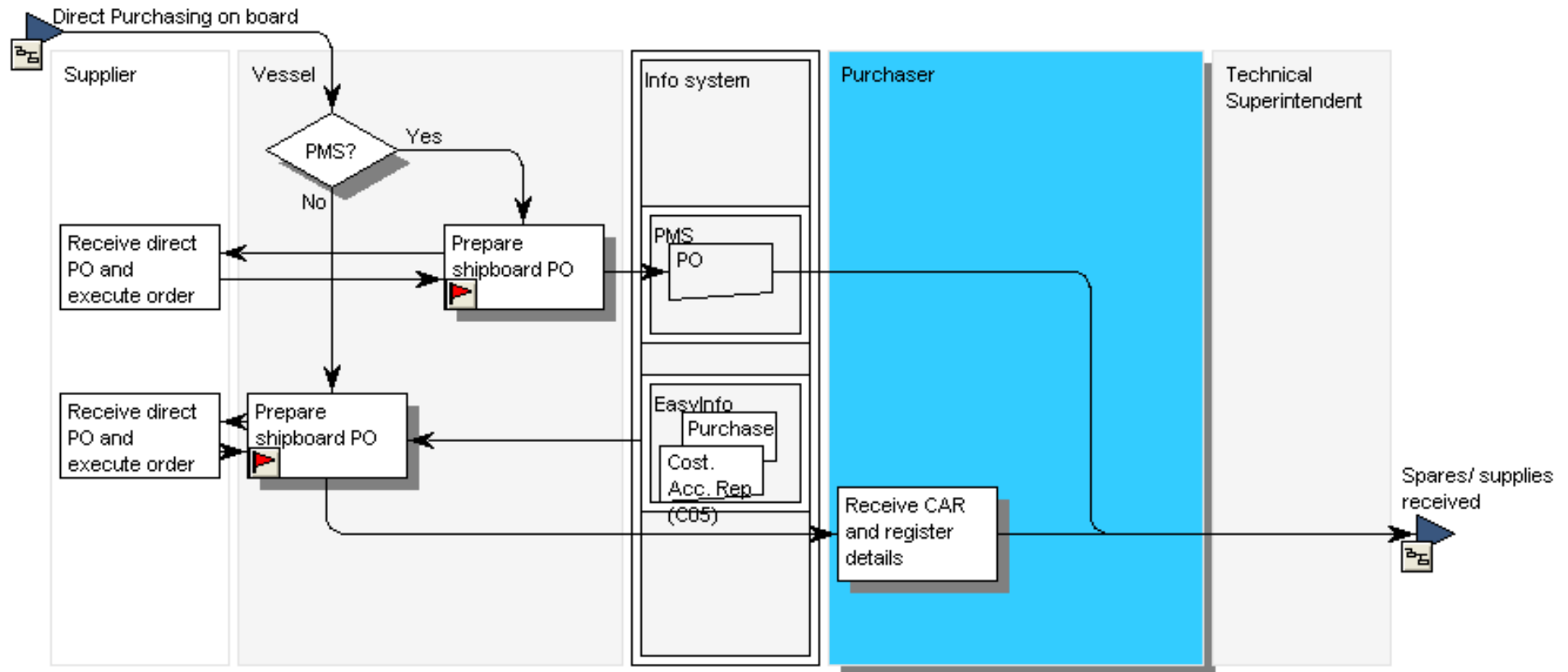
- [Introduction and Authorization](#)
- [Revision history](#)
- [Terms and Definitions](#)
- [GIMS how to...](#)

Best viewed at screen resolution 1024 x 768 and higher!

Non Conformances



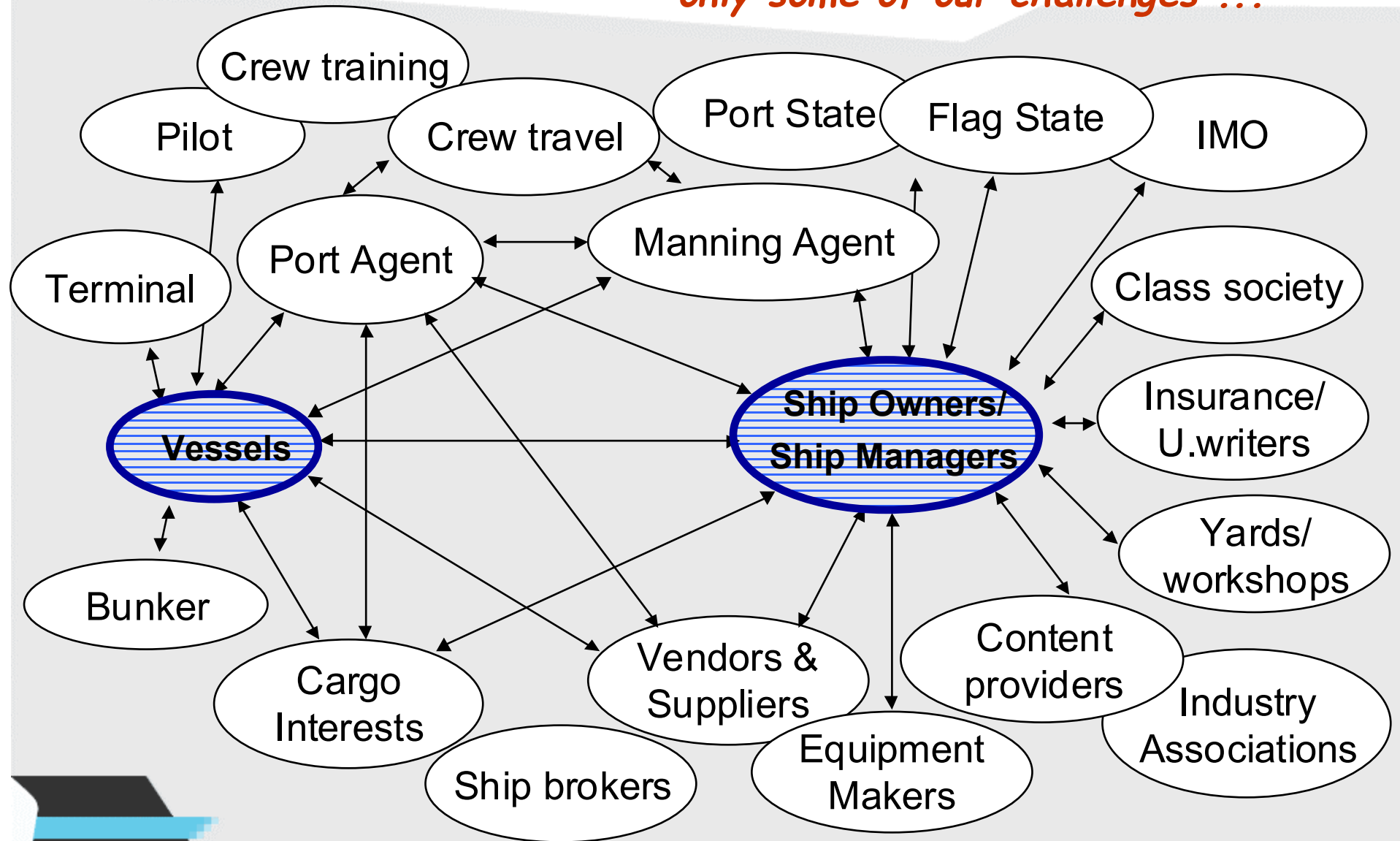
GIMS – an example of one process



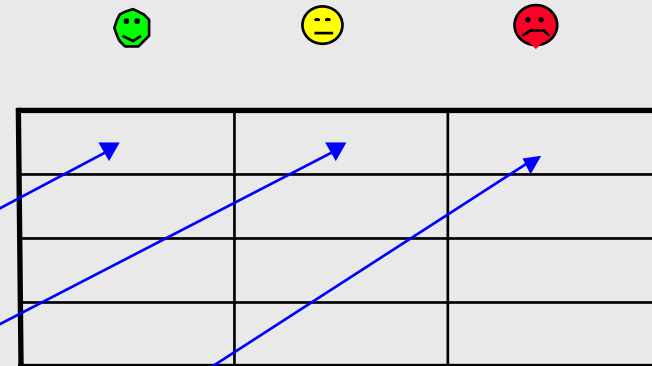
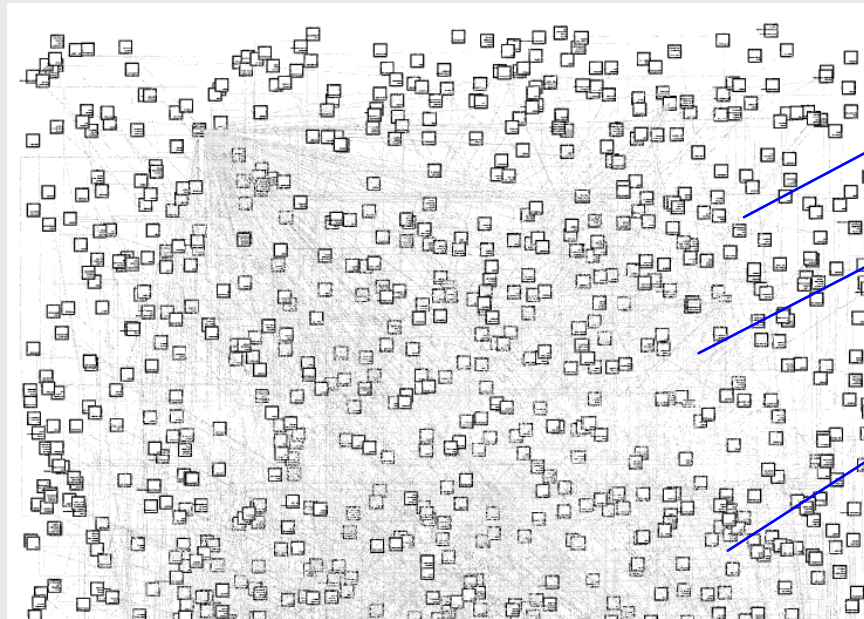
A very valuable tool for the BA to evaluate software, improve ways of working, measuring cost / benefit etc

Business need: - Streamlining Maritime Operations

- only some of our challenges ...



Applications from previous, separate service providers – a challenge!

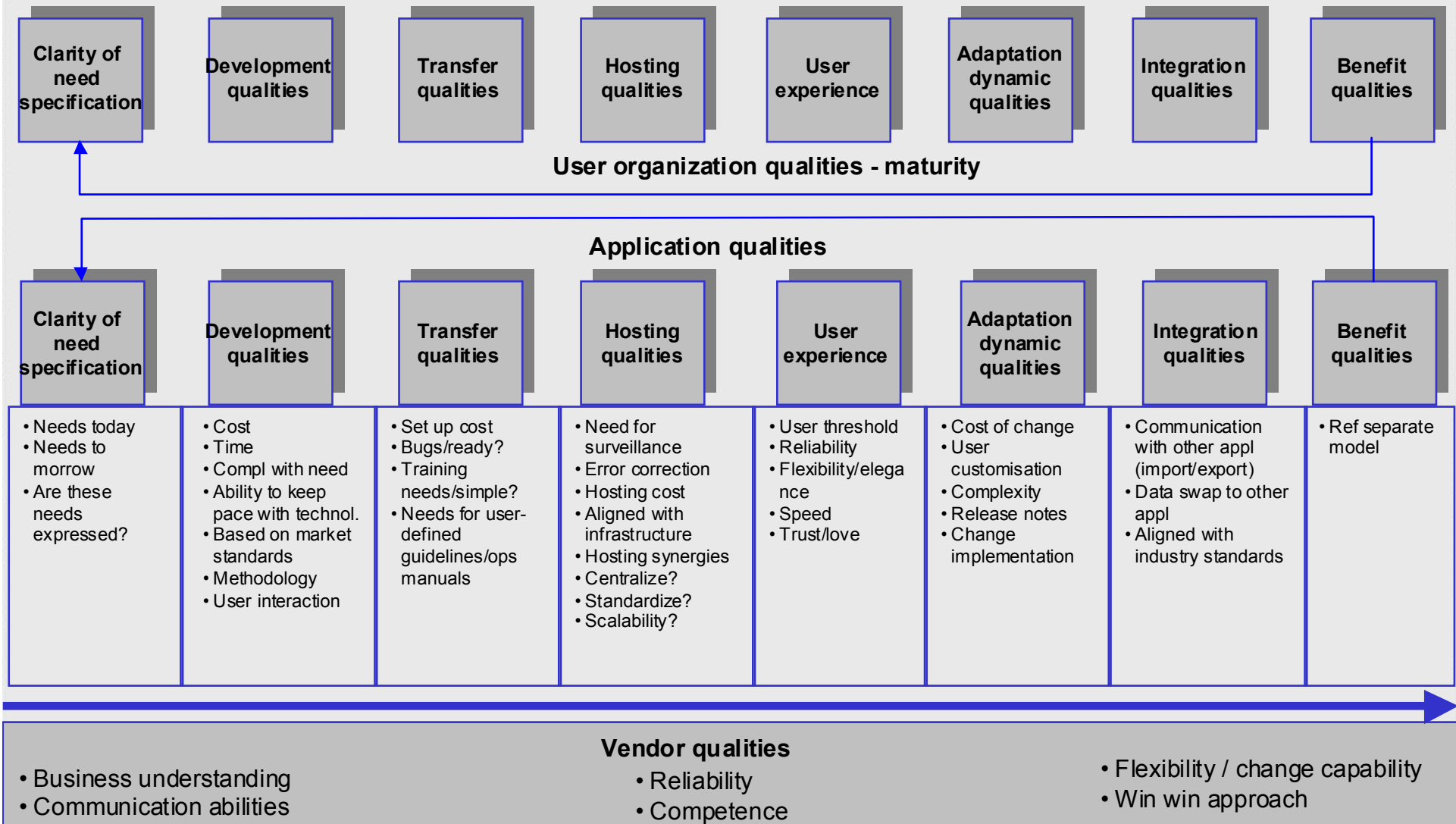


Where can we benefit from standardisation in common systems?
Where do we need specialised solutions?
Centralisation / integration?

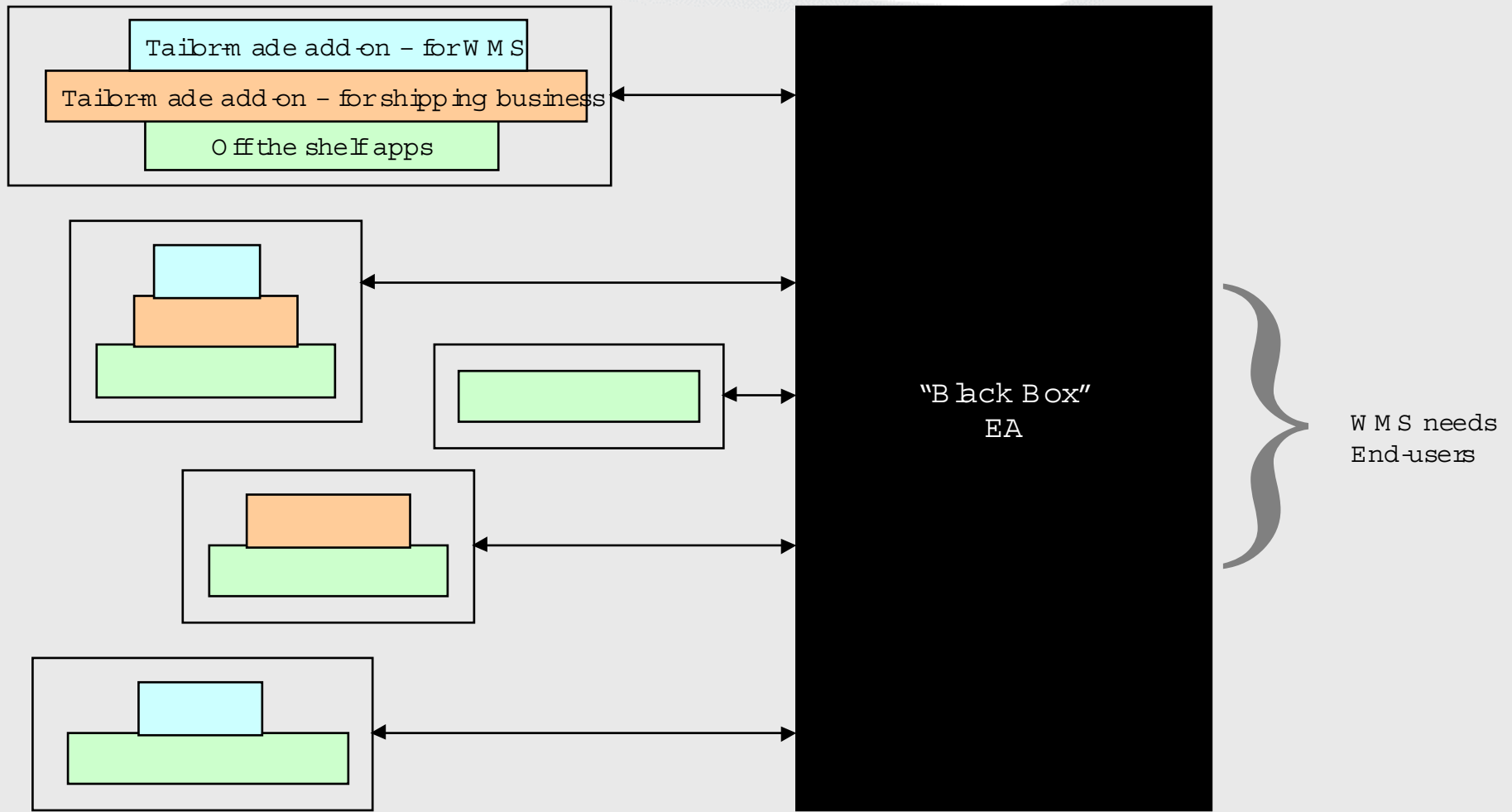
Generic application evaluation model



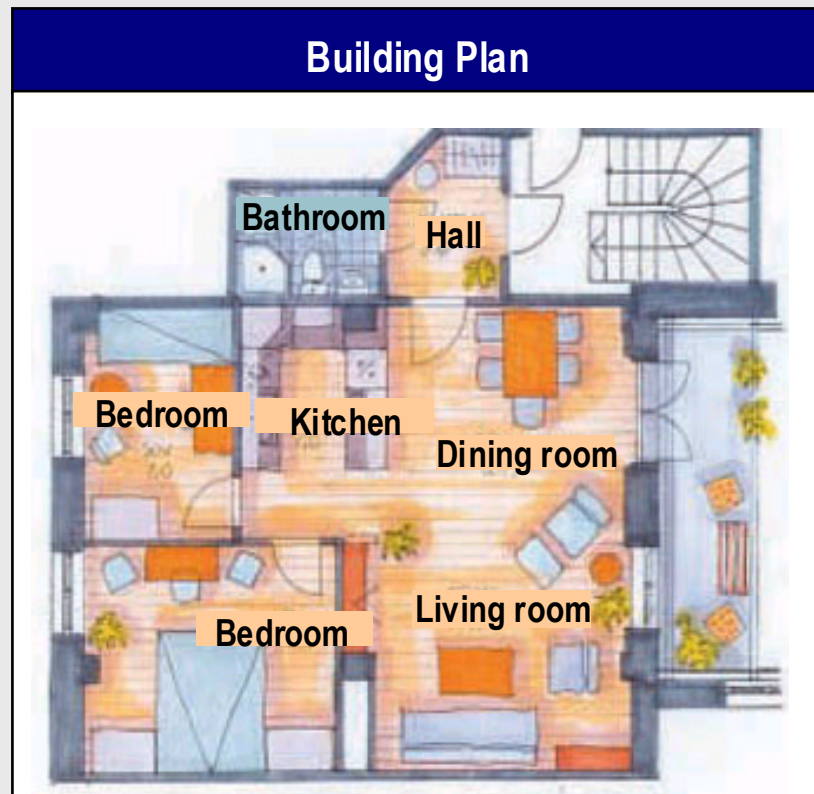
Assumption: Any application can be evaluated by its qualities through certain lifecycle steps
 Each of the ca 30 variables can be mapped according to importance and quality measure



WMS Application strategy: Modularisation



We need a Building Plan before we can design a new house and build various rooms - EA



Enterprise Application Architecture

- An Enterprise Application Architecture at the conceptual level can be compared to a house drawing:
 - The drawing tells which rooms (applications) you need and how these rooms are linked together by doors (common databases)
 - It also tells the size of the various rooms – how many and which business processes are grouped together into applications

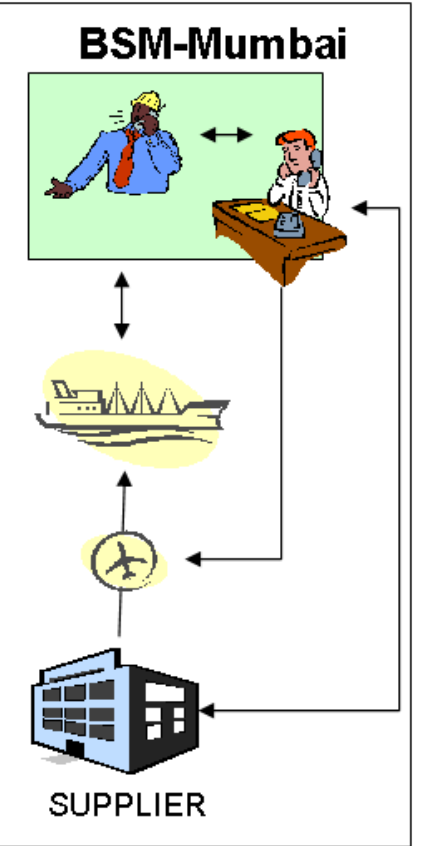
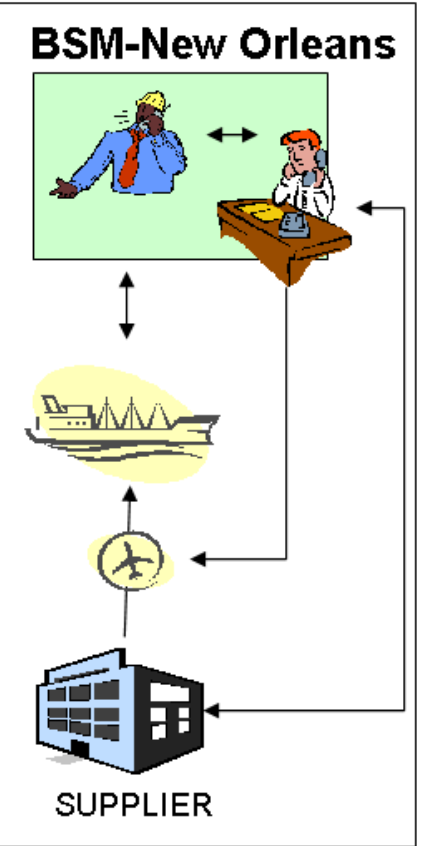
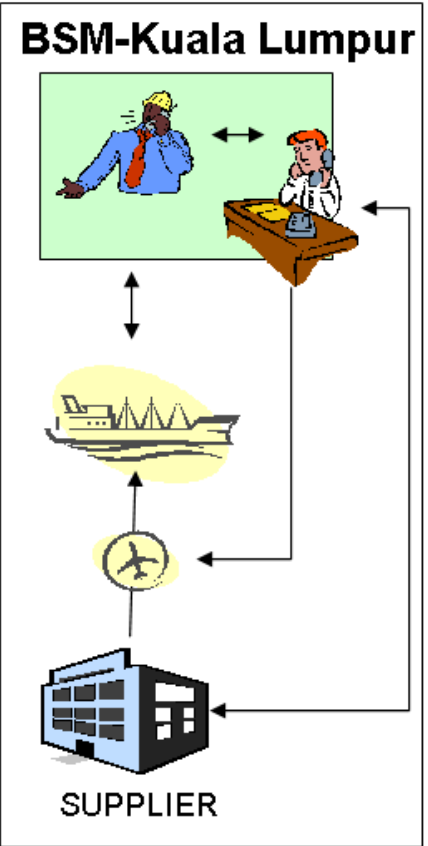
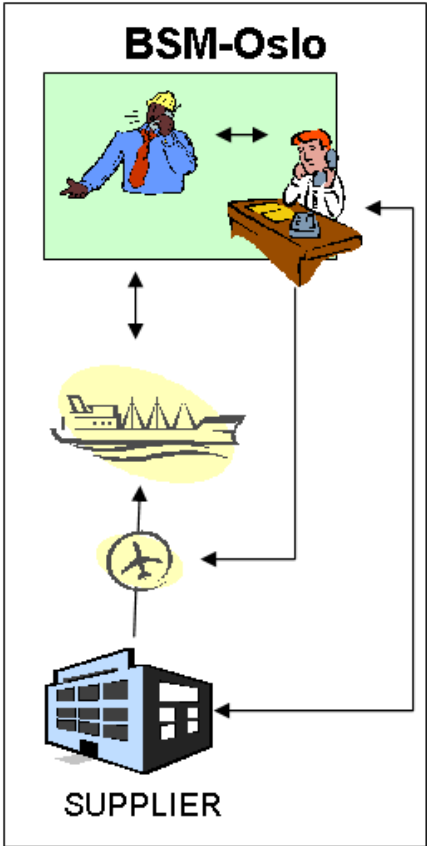
EA project finished – a new platform for our warehouse



A case study: Centralized purchasing

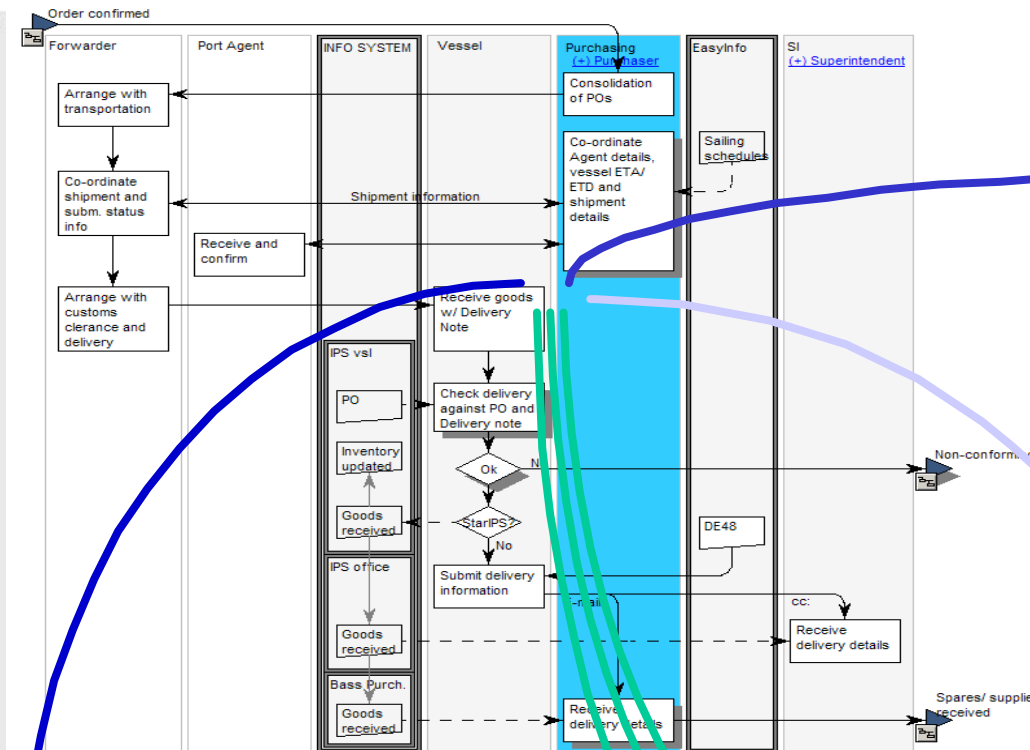


Former Procurement model in BSM



Business Process Properties

- how to make sure we get the desired benefits?

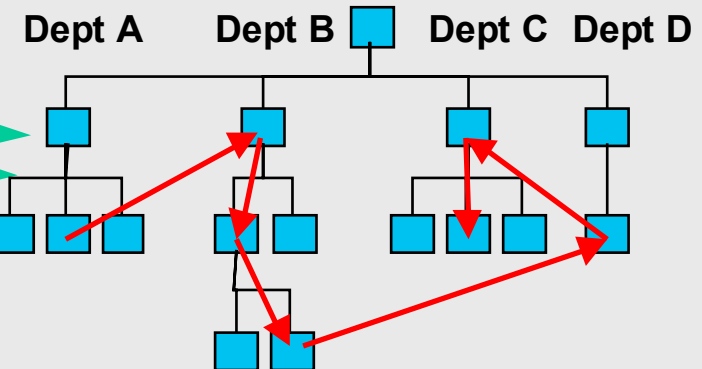


Benefits

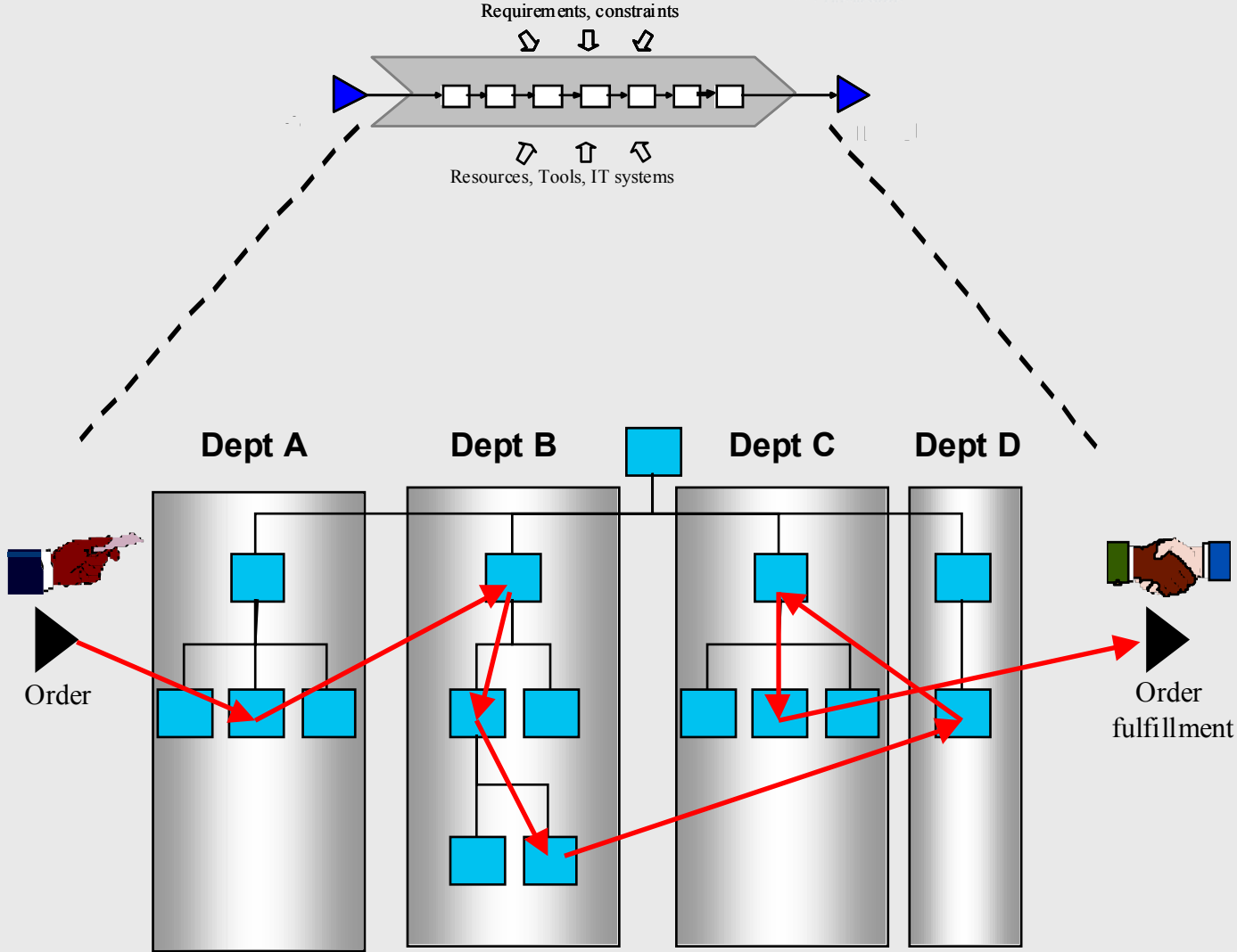
Responsible

IT support & info systems

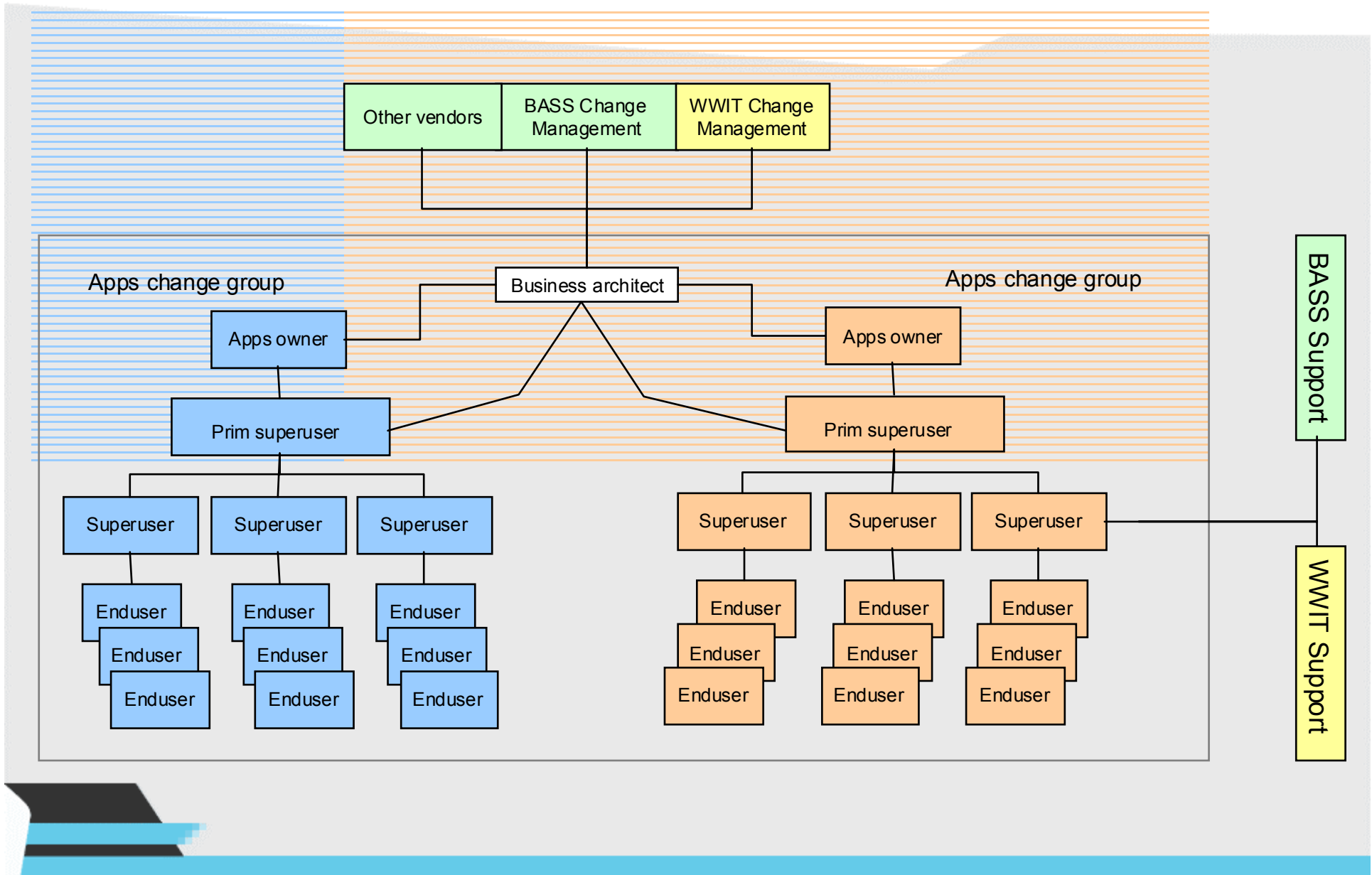
Involved



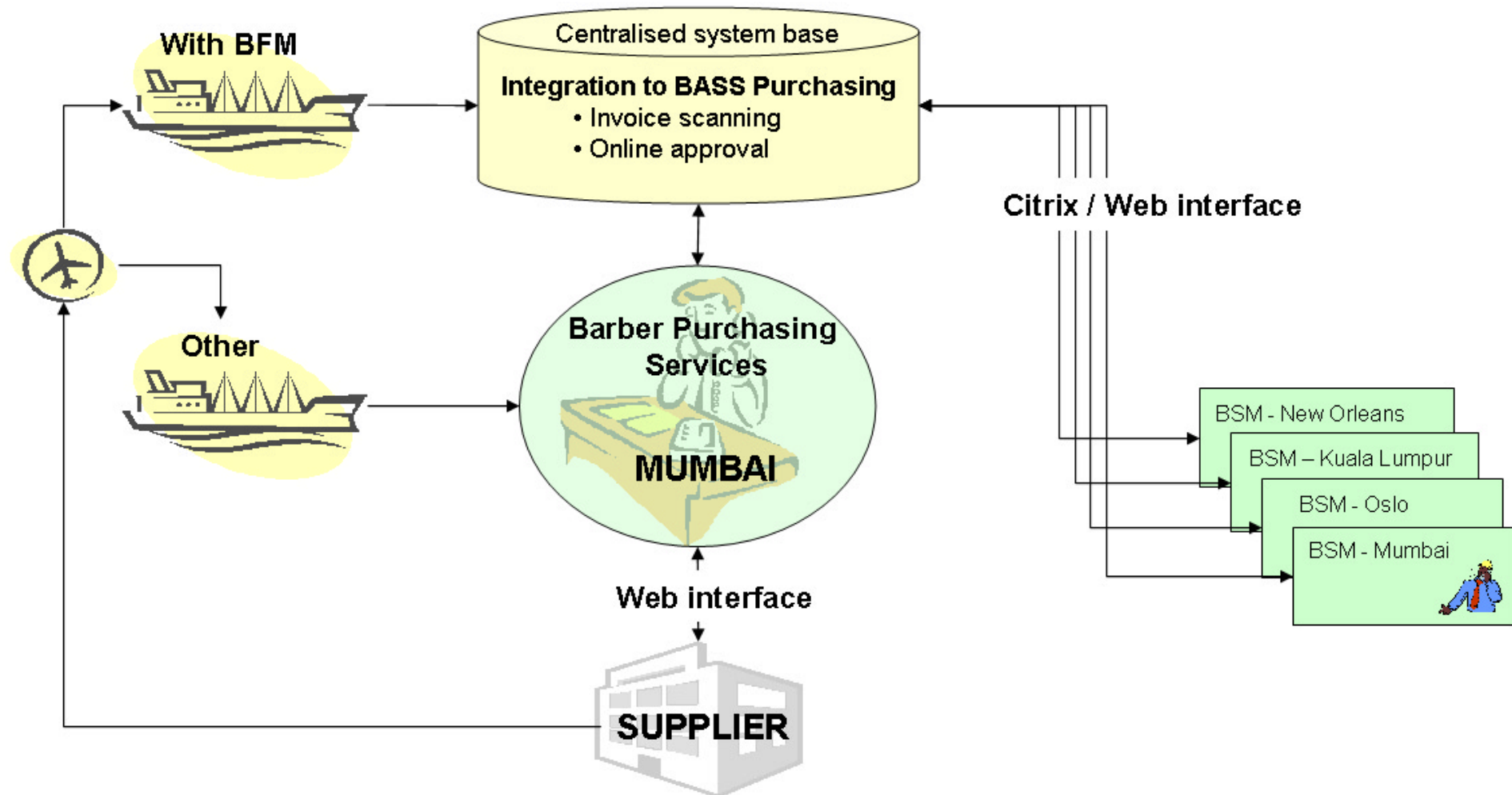
A case study: Centralized purchasing



WMS Global Support Model



Centralised Purchasing



Conclusion case study

