

Digital Ship

Cost of data Vs. Value of knowledge

Patrick Slesinger
Director & CIO
Wallem Services Limited

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Wallem Group

● Global maritime company

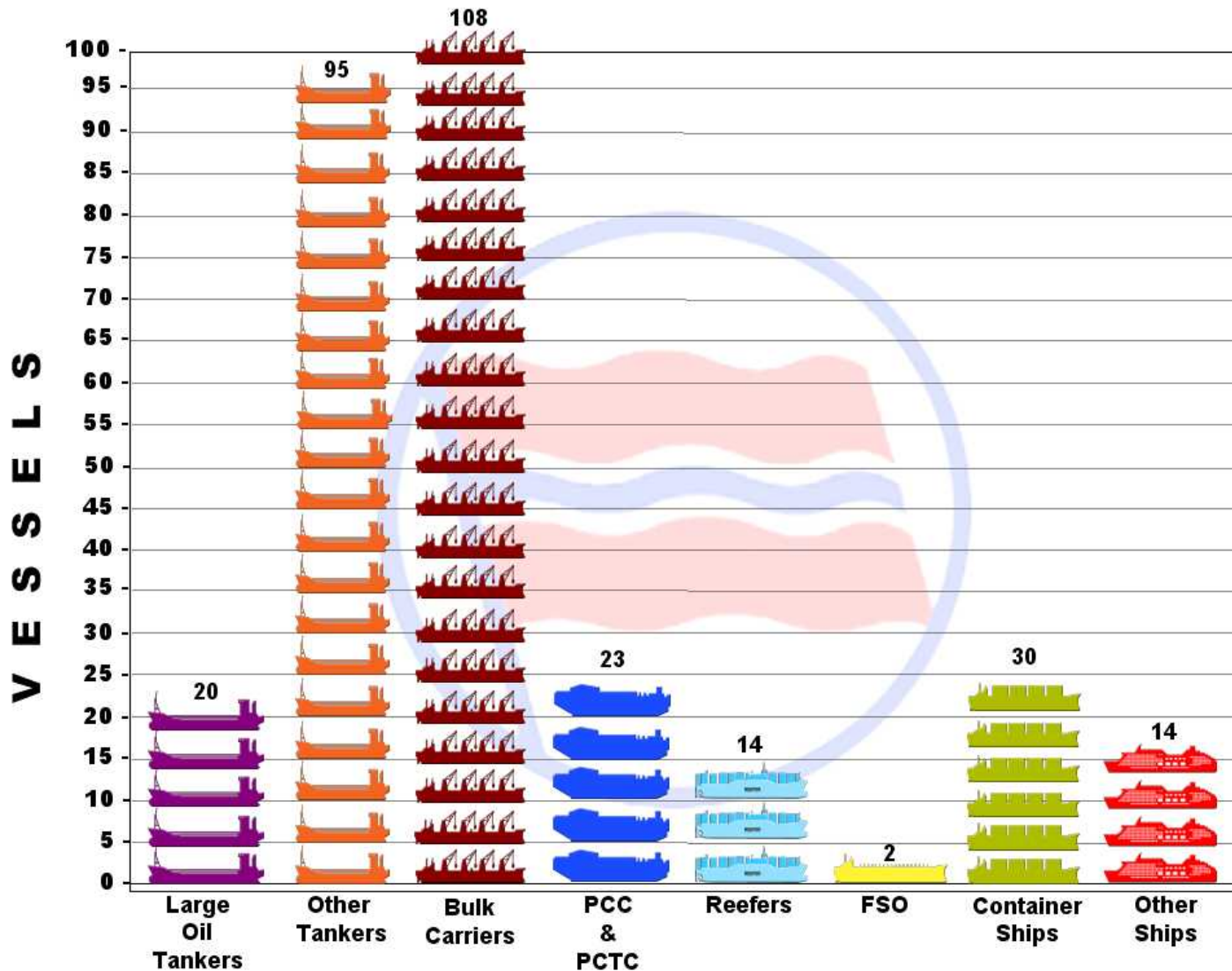
- ➡ Ship Management
- ➡ Port Agency
- ➡ Ship Broking
- ➡ Capital Partners
- ➡ Maritime IT & Process Engineering



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Wallem Managed Vessels

Vessels Under Wallem Management



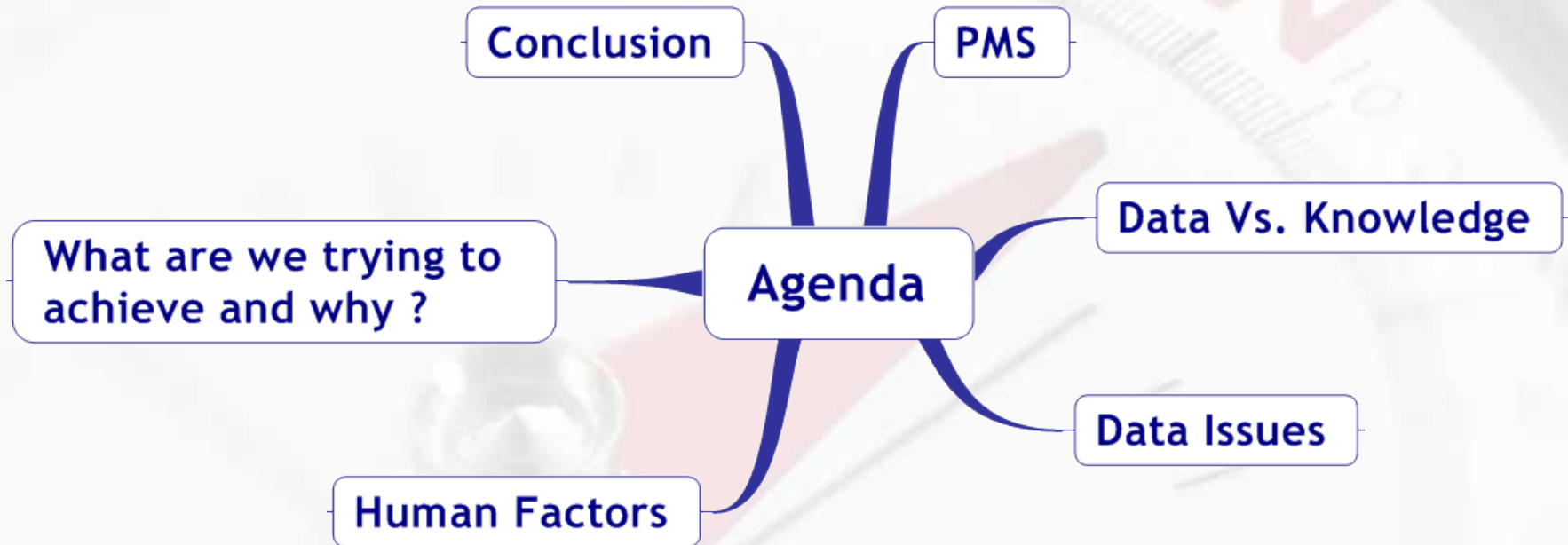
V E S S E L T Y P E S

05 September 2007

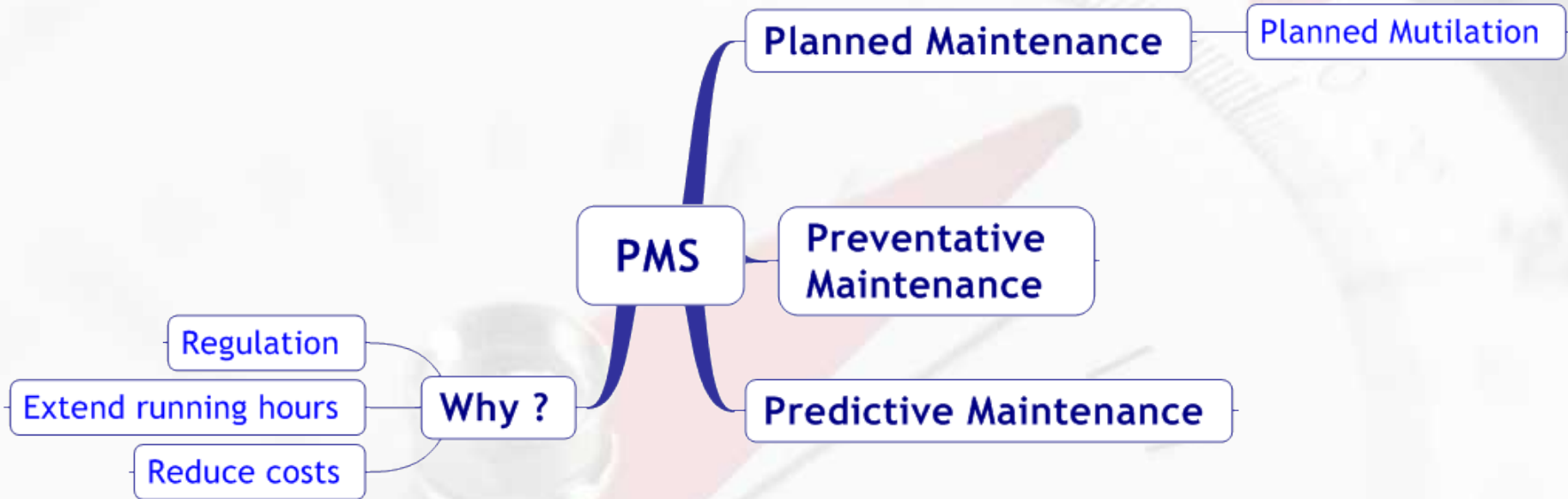
Wallem Innovative Solutions

- **Software Development & Support**
- **Business Process Re-engineering**
- **Business Process Off-shoring**
- **65+ IT and Process Professionals**
 - ➔ **Hong Kong**
 - ➔ **Clark, Philippines**
 - ➔ **Leveraging Group domain knowledge and crewing centres**

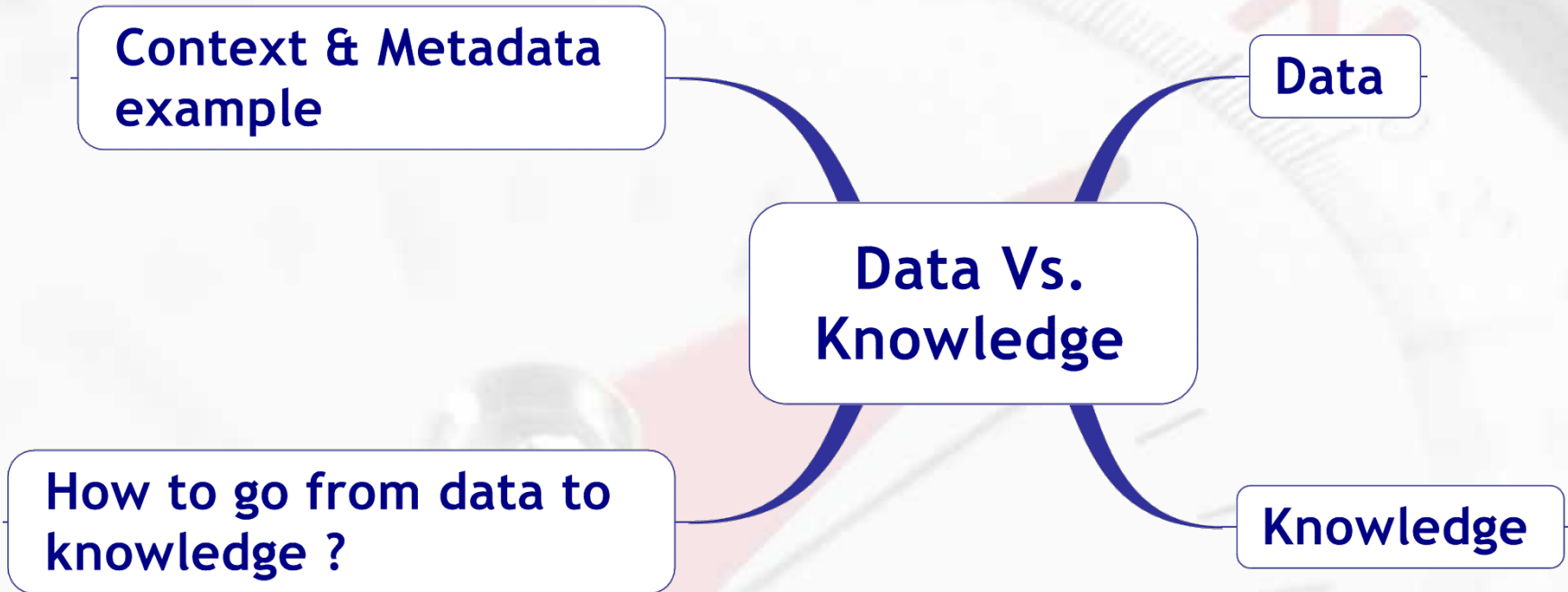
Agenda



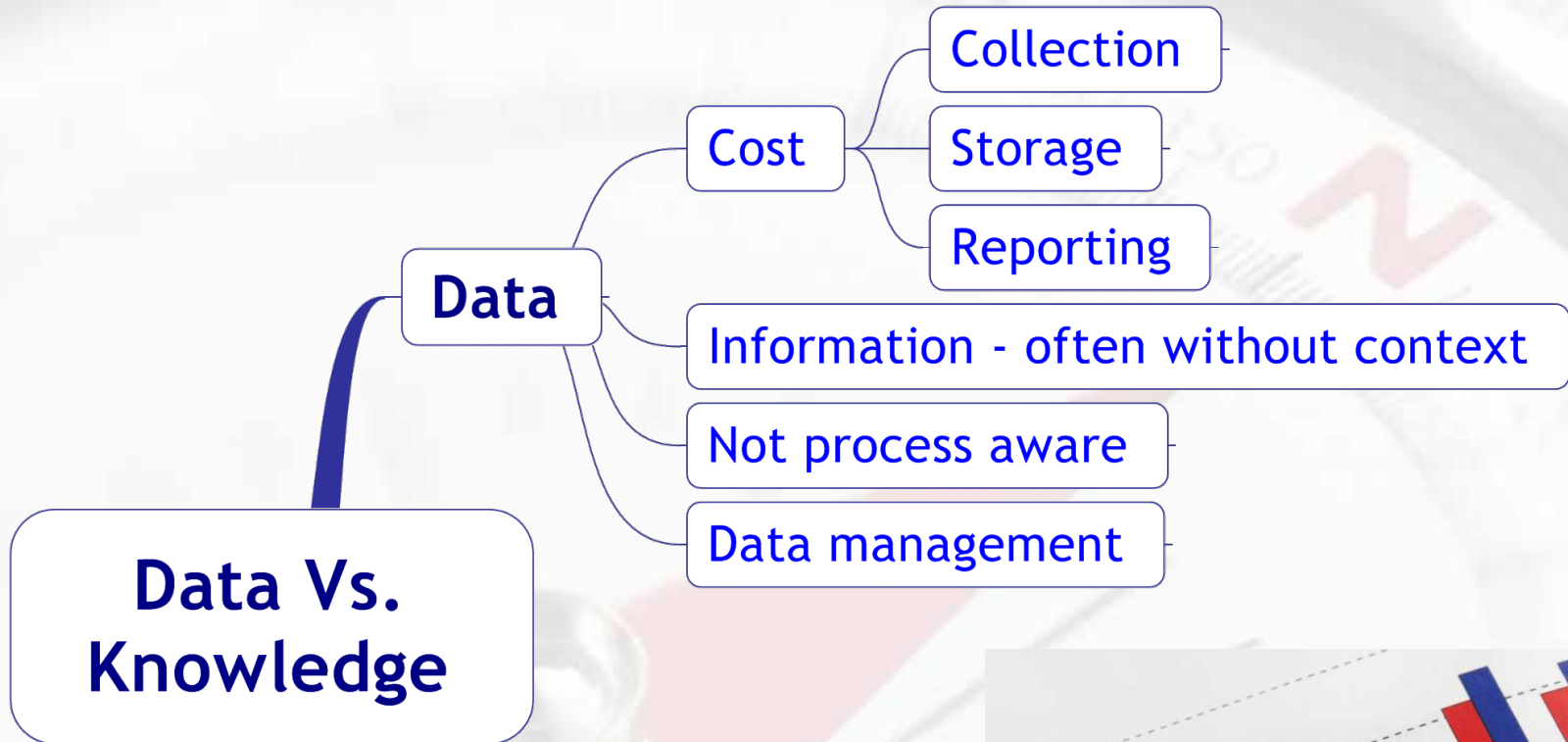
PMS



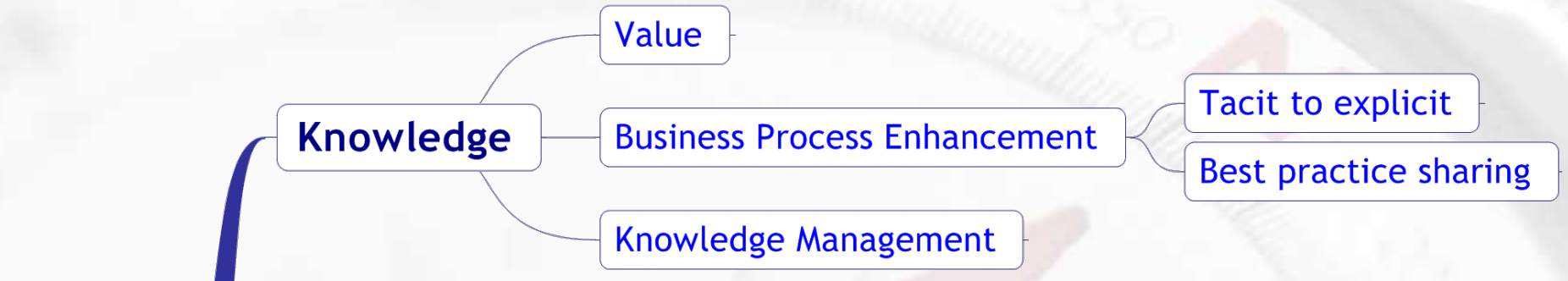
Data Vs. Knowledge



Data Vs. Knowledge (Cont.)



Data Vs. Knowledge (Cont.)



Data Vs. Knowledge



Data Vs. Knowledge (Cont.)

How to go from data to knowledge ?

Establish context

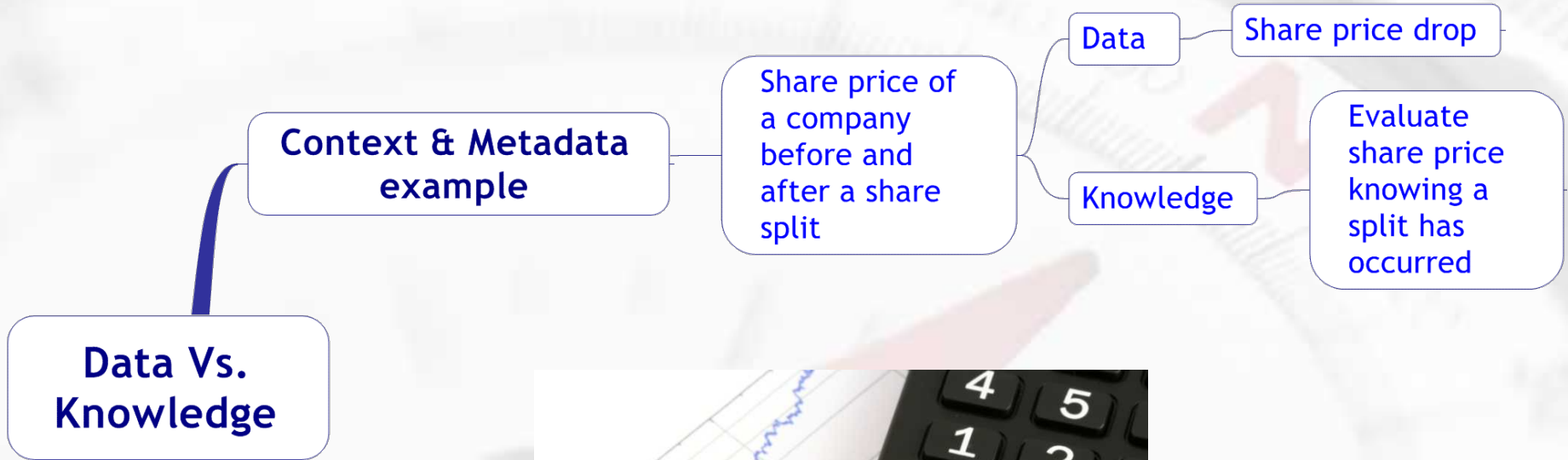
Gain a fundamental understanding of the business process

Data Vs.
Knowledge

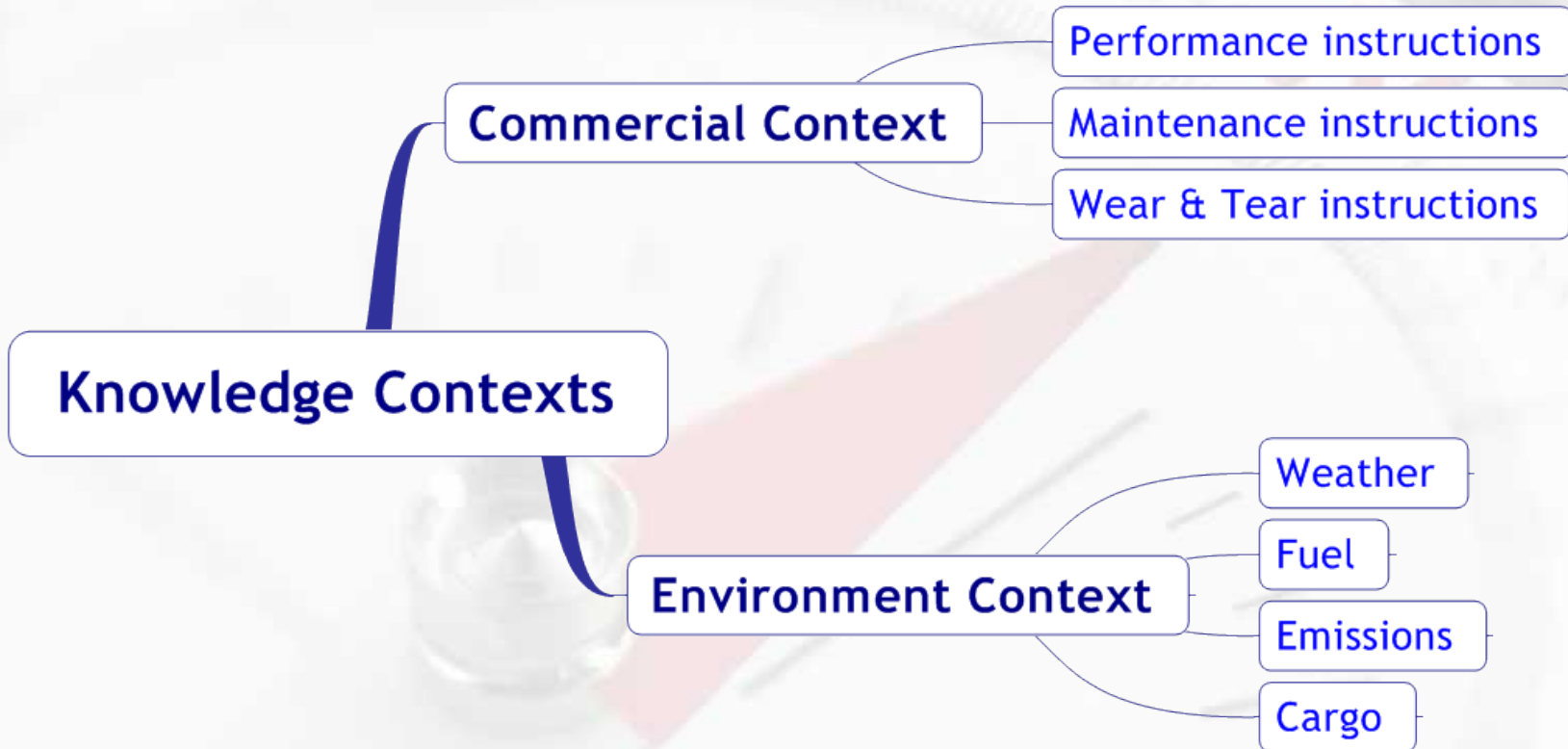


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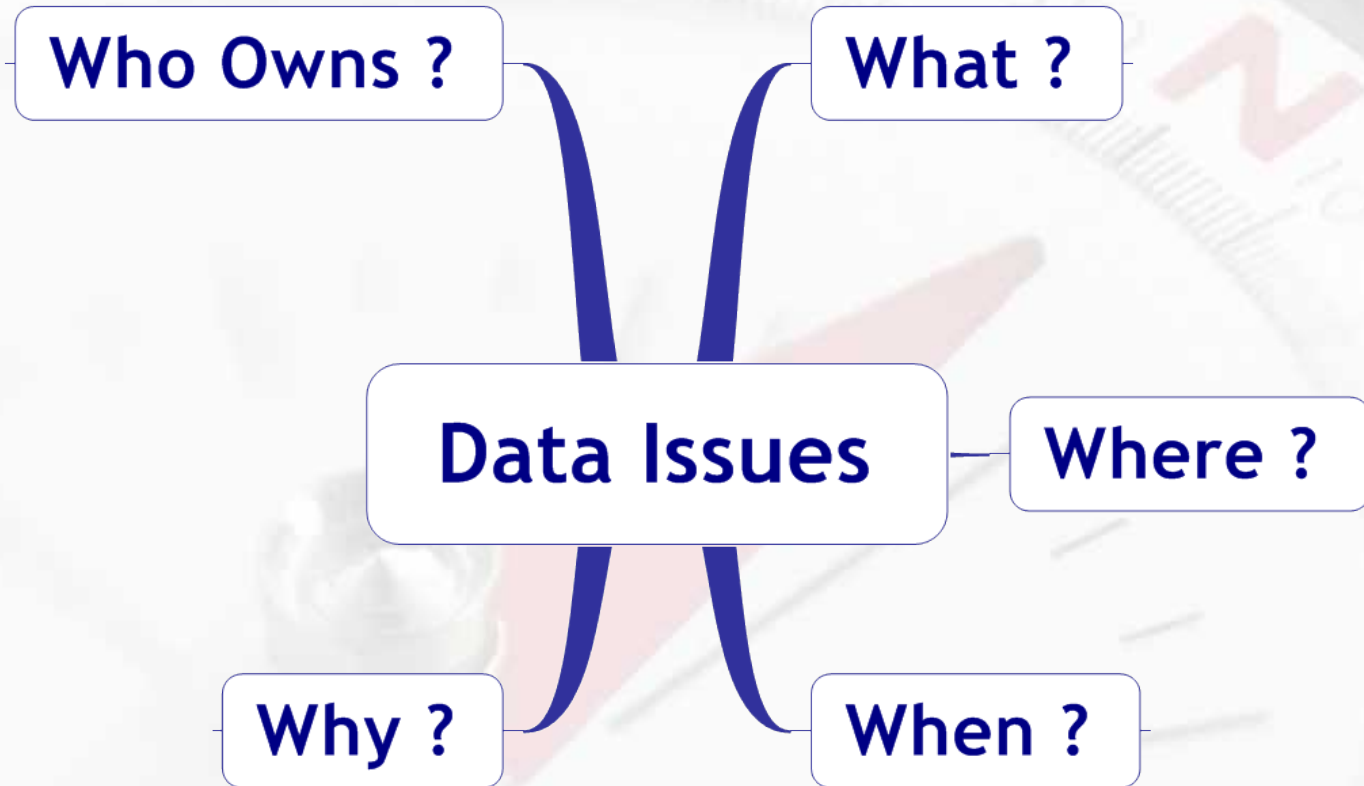
Data Vs. Knowledge (Cont.)



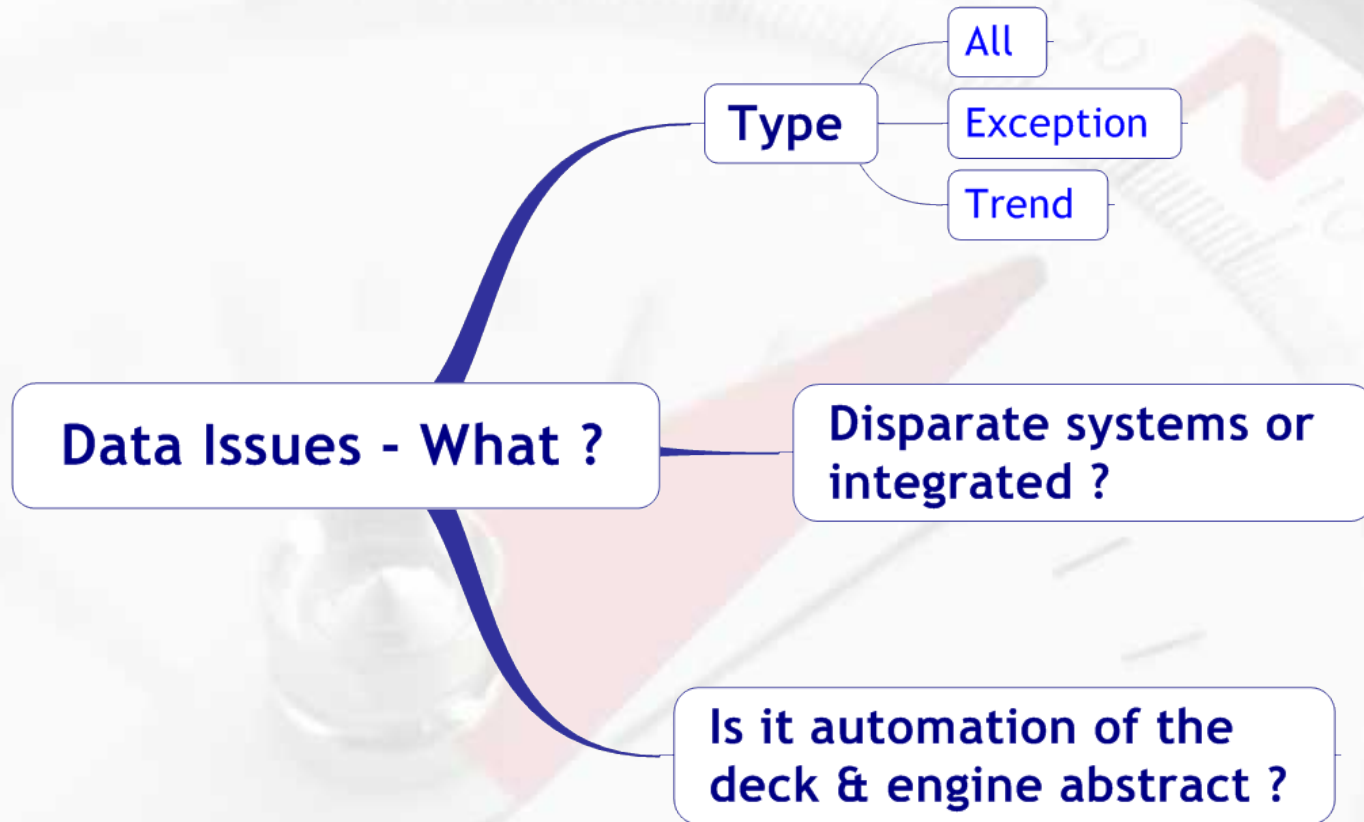
Knowledge Contexts



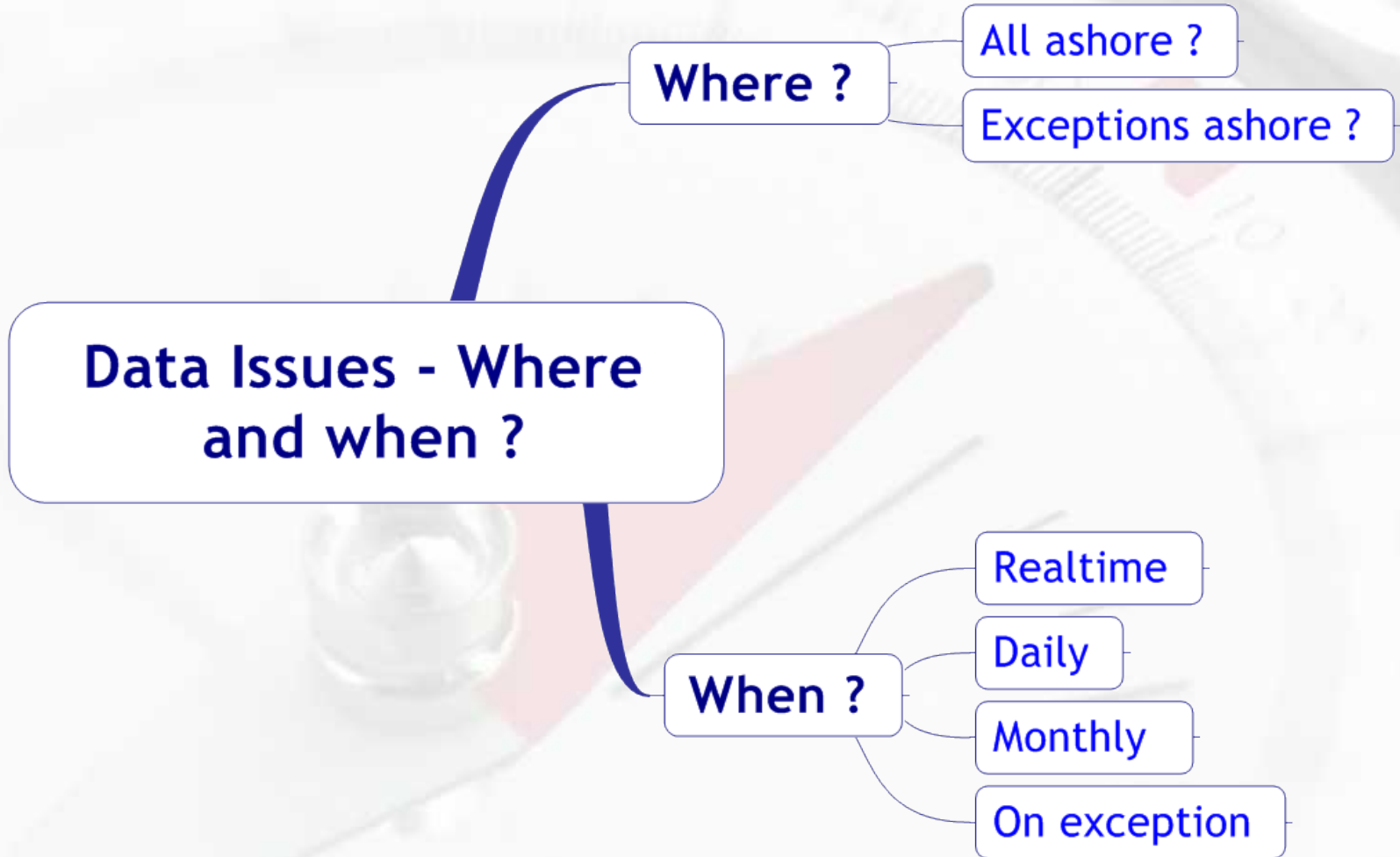
Data Issues



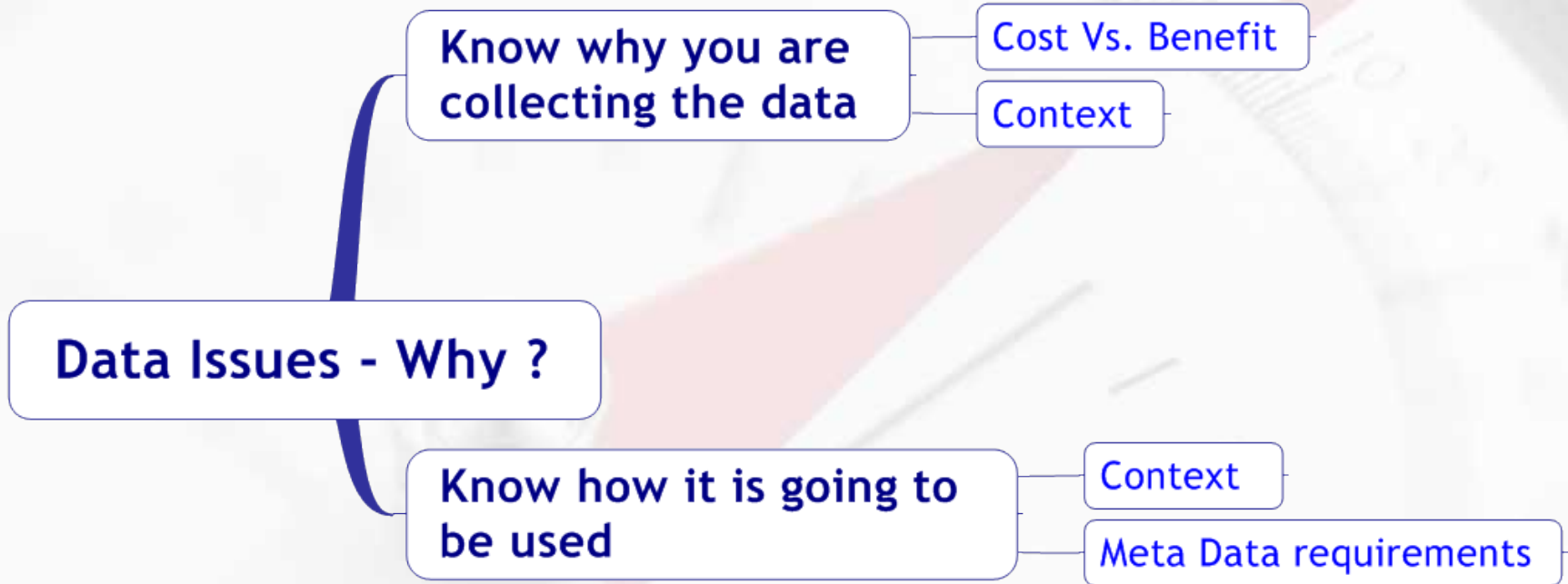
Data Issues – What ?



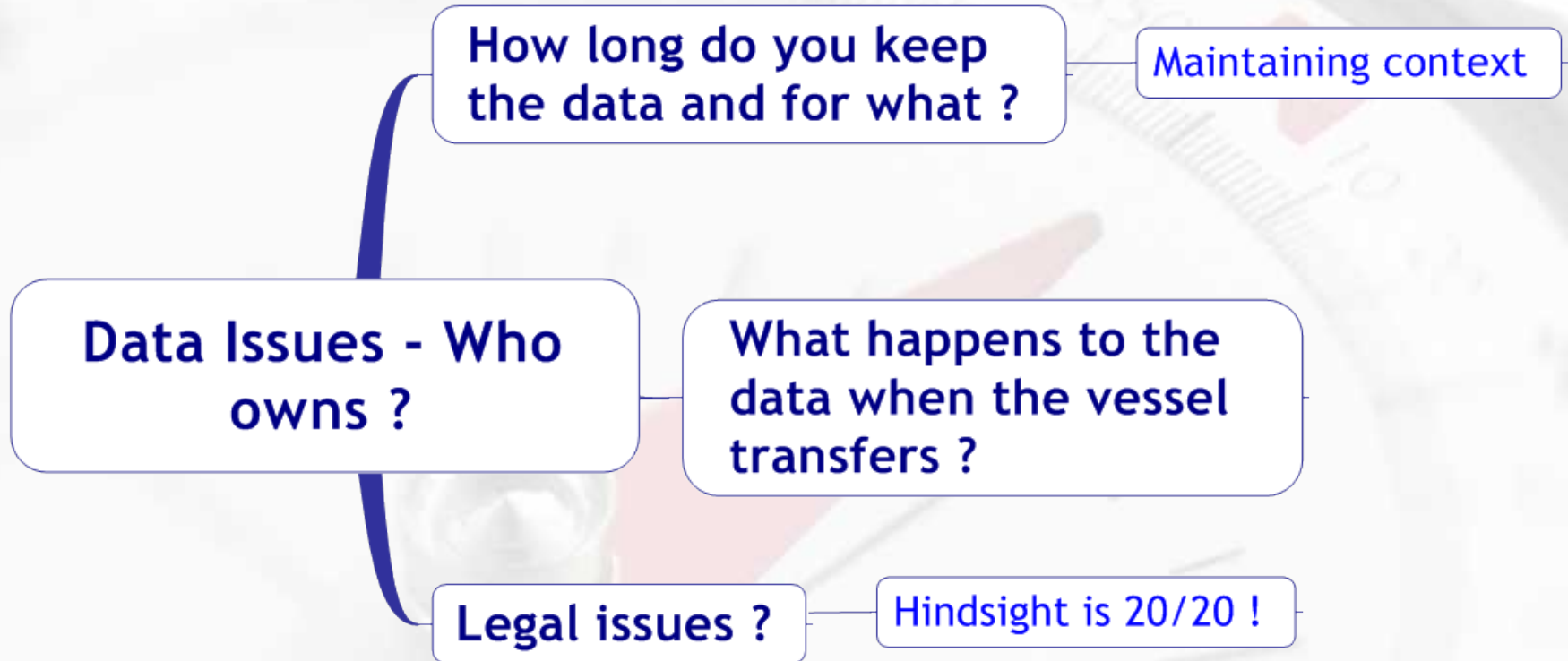
Data Issues – Where & when ?



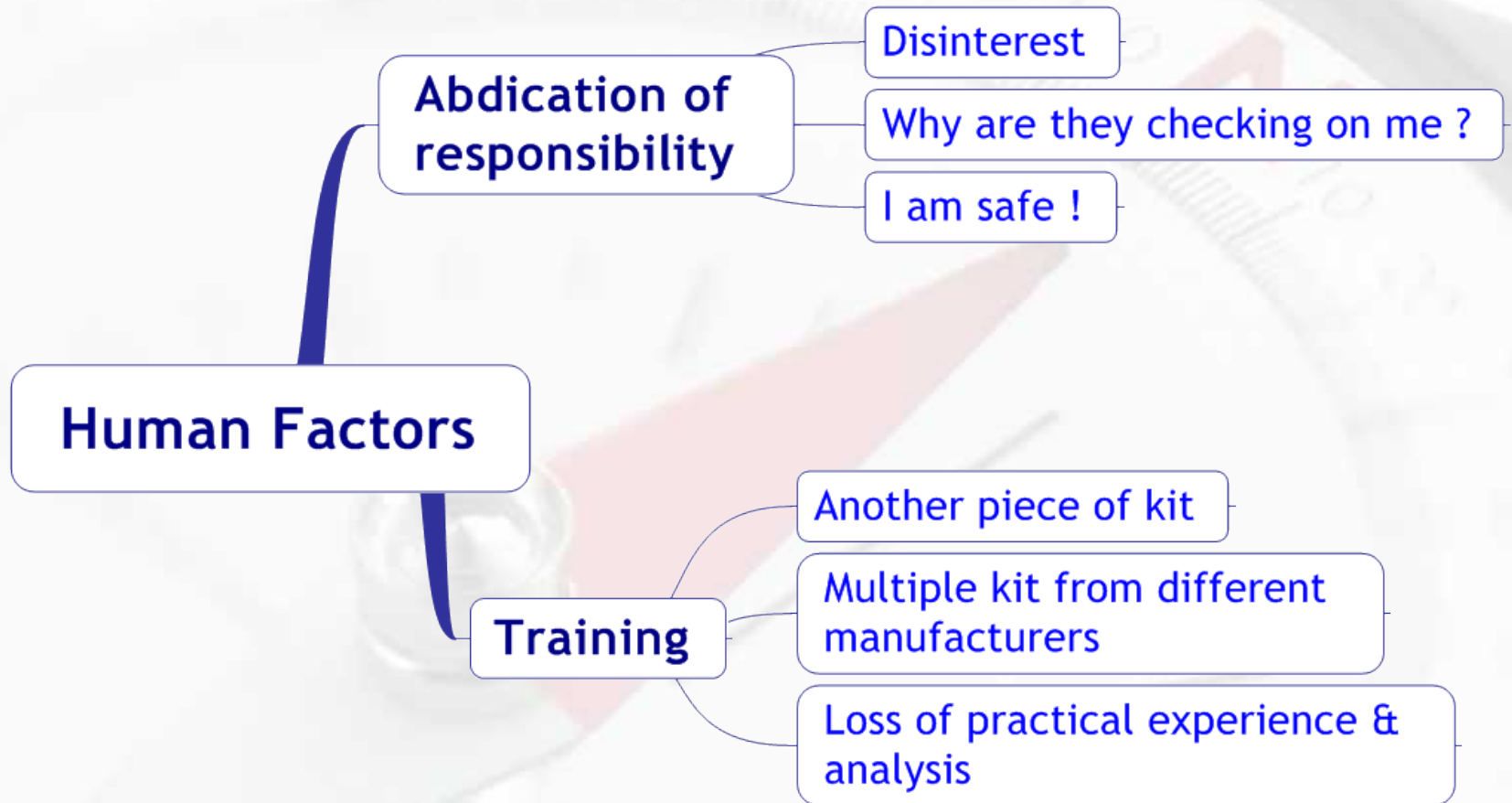
Data Issues – Why ?



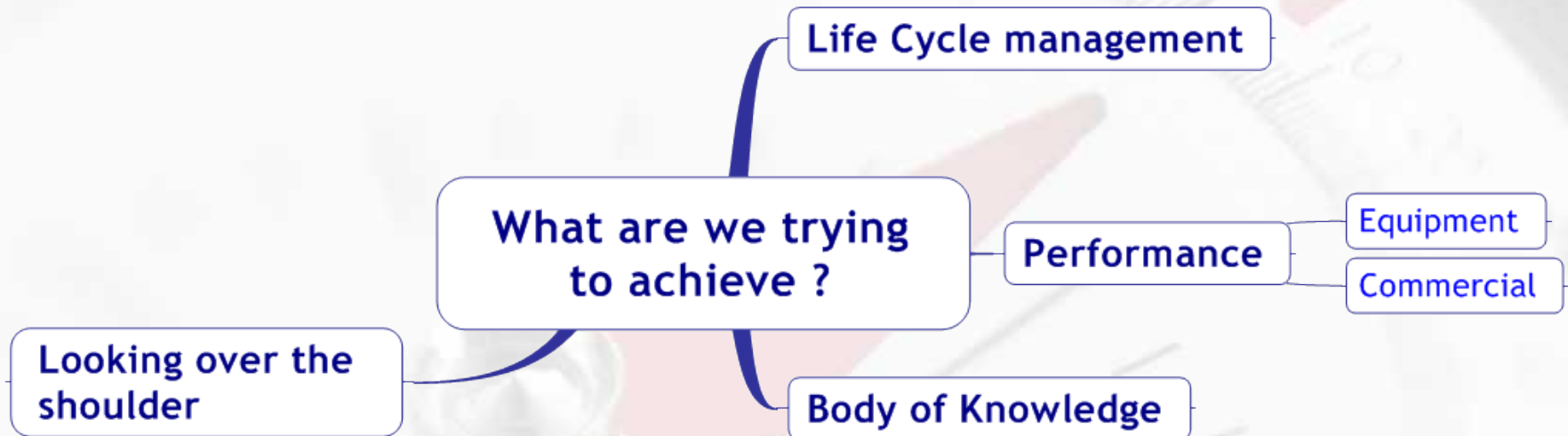
Data Issues – Who owns ?



Human Factors



What are we trying to achieve ?



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Conclusion

Conclusion

Think about latent data liability

Much promise, but

know why you are doing it

establish a long term plan, not a tick the box purchase

Beware of how it is sold

to your company

to your vessel based staff

Think why you are collecting data and why

Establish and maintain context

Know what you and do not know

Use data only in context



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The Data Miner



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Questions & Answers



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Thank you

**Patrick Slesinger
Director & CIO
Wallem Services Limited
Pes@wallem.com**

