

A man in a dark sweater is pointing at a large digital display in a control room. The display shows various data visualizations, including charts and graphs. The background is a blurred view of the control room.

Are you riding the digitalization wave on fair winds and following seas?

ShipIT

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■ ■ ■
The better the question. The better the answer.
The better the world works


EY
Building a better
working world

What drives Digital Transformation?

Various incentives & pressures, including the need or desire to:

- ▶ **Operate more efficiently**
- ▶ **Operate more profitably**
- ▶ **Be more and better connected**
- ▶ **Keep up with** increasingly sophisticated, digital demands of **customers**
- ▶ **Develop new business models & offerings**



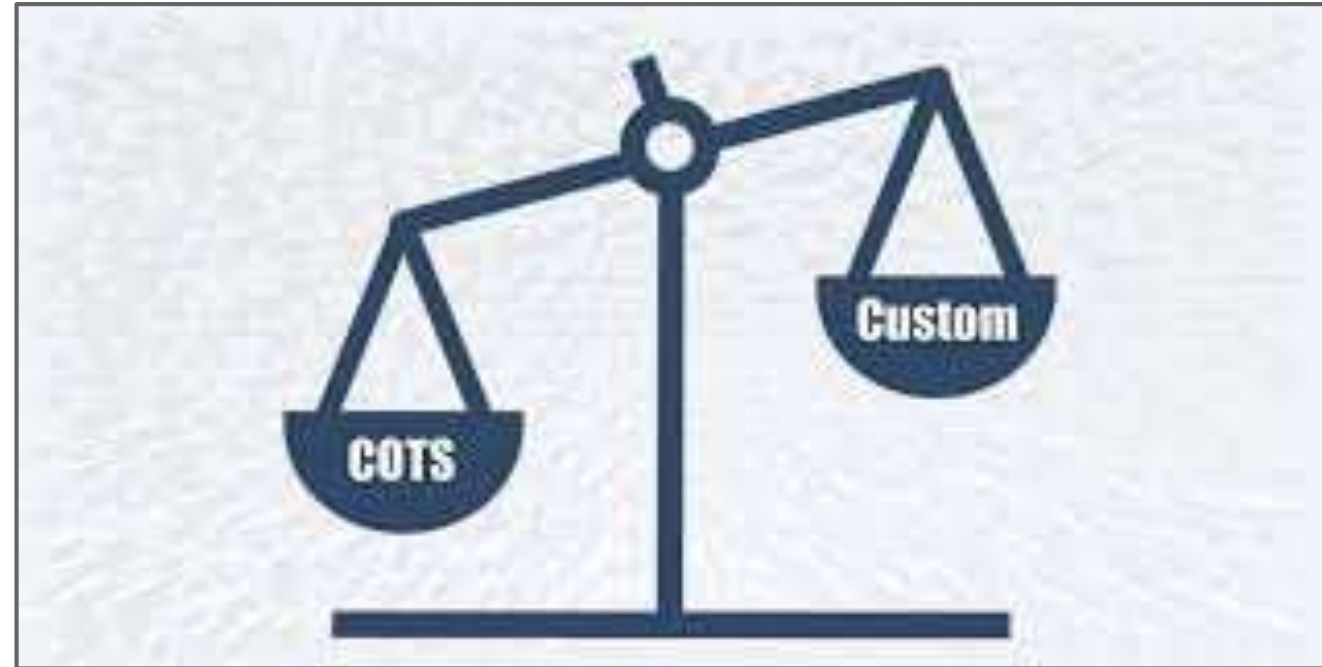
What is the shipping industry ready to absorb?



1. Replacement of custom solutions with standard COTS

Easier to **keep core solutions up to date & better integrated** going forward.
Indicatively:

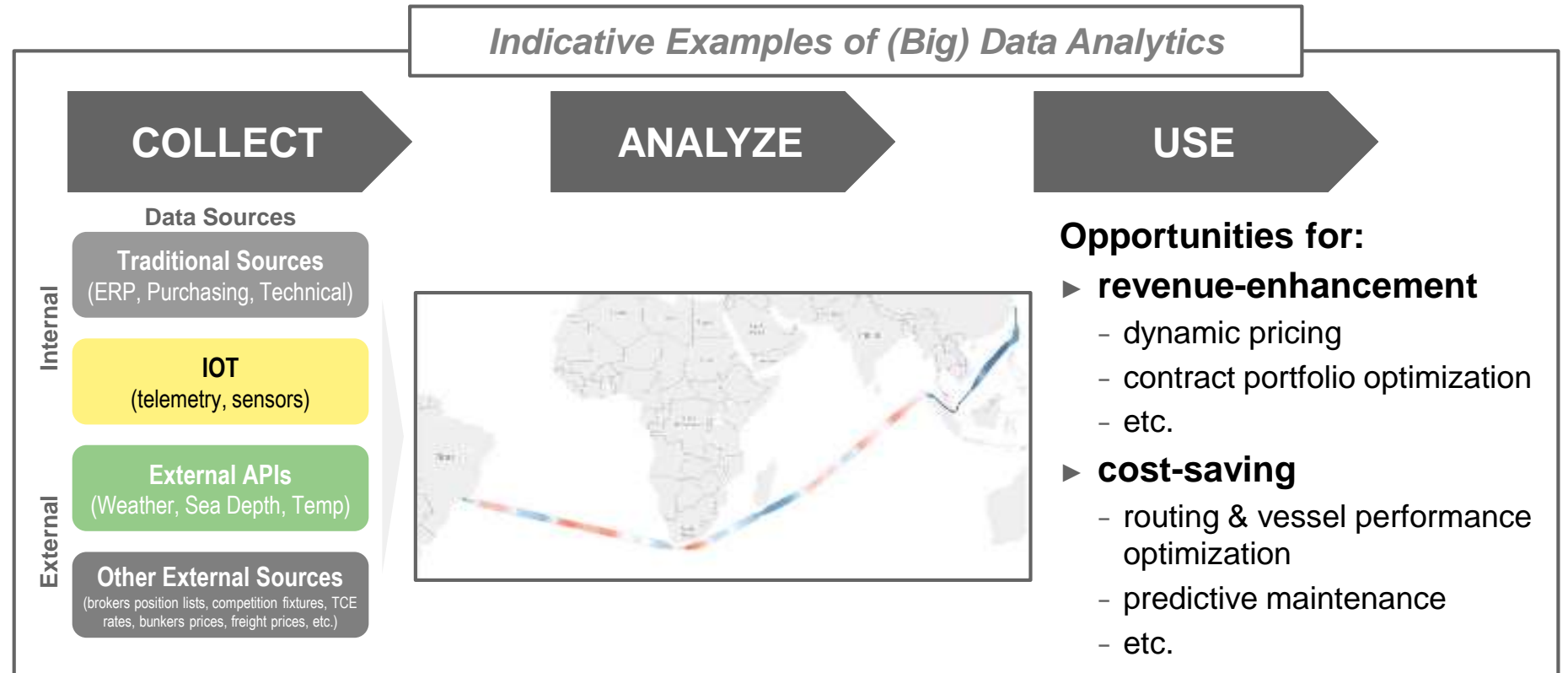
- ▶ Electronic Mailer (ELM) & Enterprise Content Management (ECM)
- ▶ Enterprise Resource Planning (ERP)
- ▶ Enterprise Performance Management (EPM)
- ▶ Online Booking platform



2. Adoption of new solutions & approaches

Primarily around **making the business more data driven**, using:

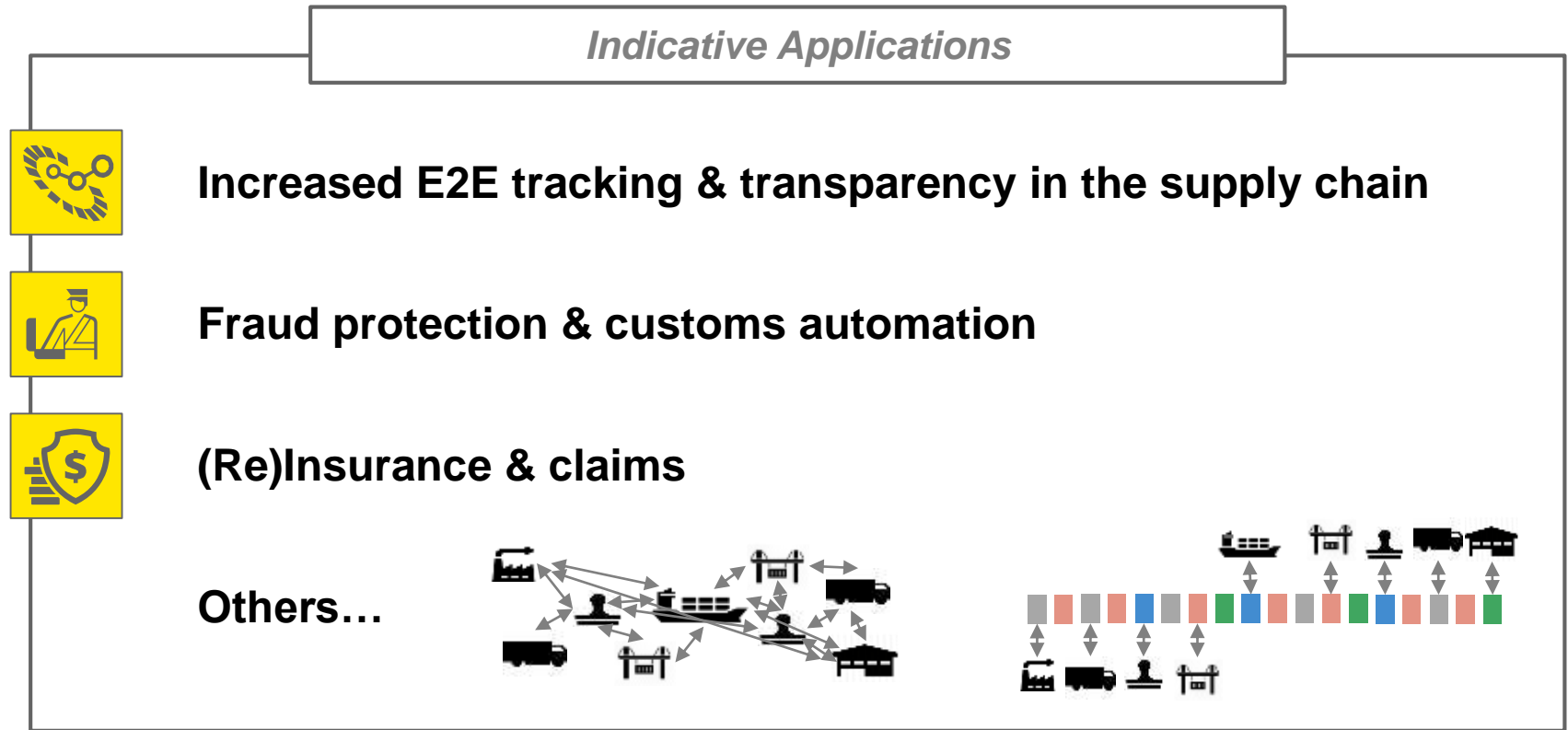
- ▶ **Business Intelligence (Reporting)**
- ▶ **Big Data**
- ▶ **Analytics**
- ▶ **Bring it together on the cloud**



3. Piloting innovative / cutting-edge solutions

Primarily around improving **transparency, process efficiency & automation**, including:

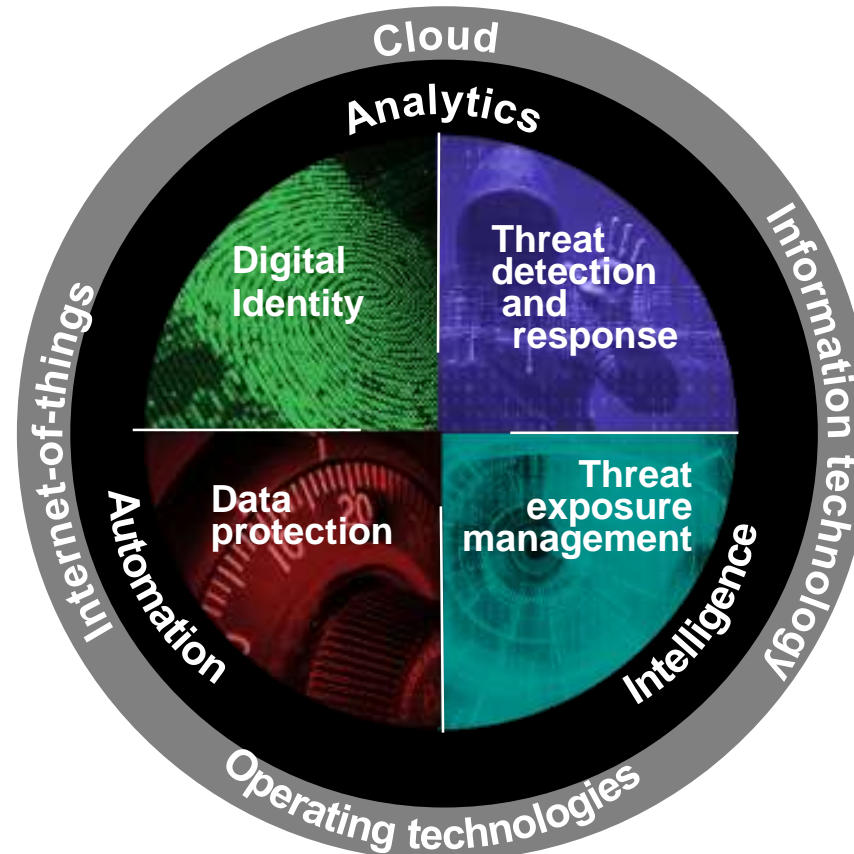
- ▶ **Intelligent Automation**
(RPA / Robotics)
- ▶ **Blockchain**
(putting to use smart contracts, smart containers, etc.)



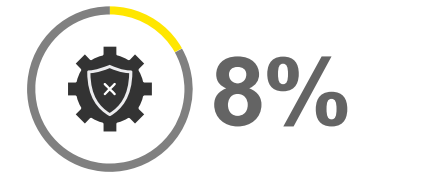
4. Cybersecurity in the digital transformation journey

Maritime **cyber attacks are reality**, they are **happening now**, and the issue of **data protection is becoming more important**.

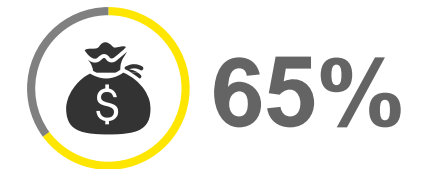
- ▶ **Protect the enterprise**
- ▶ **Optimize Cybersecurity**
- ▶ **Enable Growth**



Source: EY Global Information Security Survey 2018-2019



Have info sec functions that fully meet their needs



Foresee an increase in their budget next year



Do not make 'protecting' part of their strategy

What are the Barriers?

Adoption is slow, due to:



Resistance to change



Unclear or longer-term ROI



People & skills



Where to start / how to progress?

