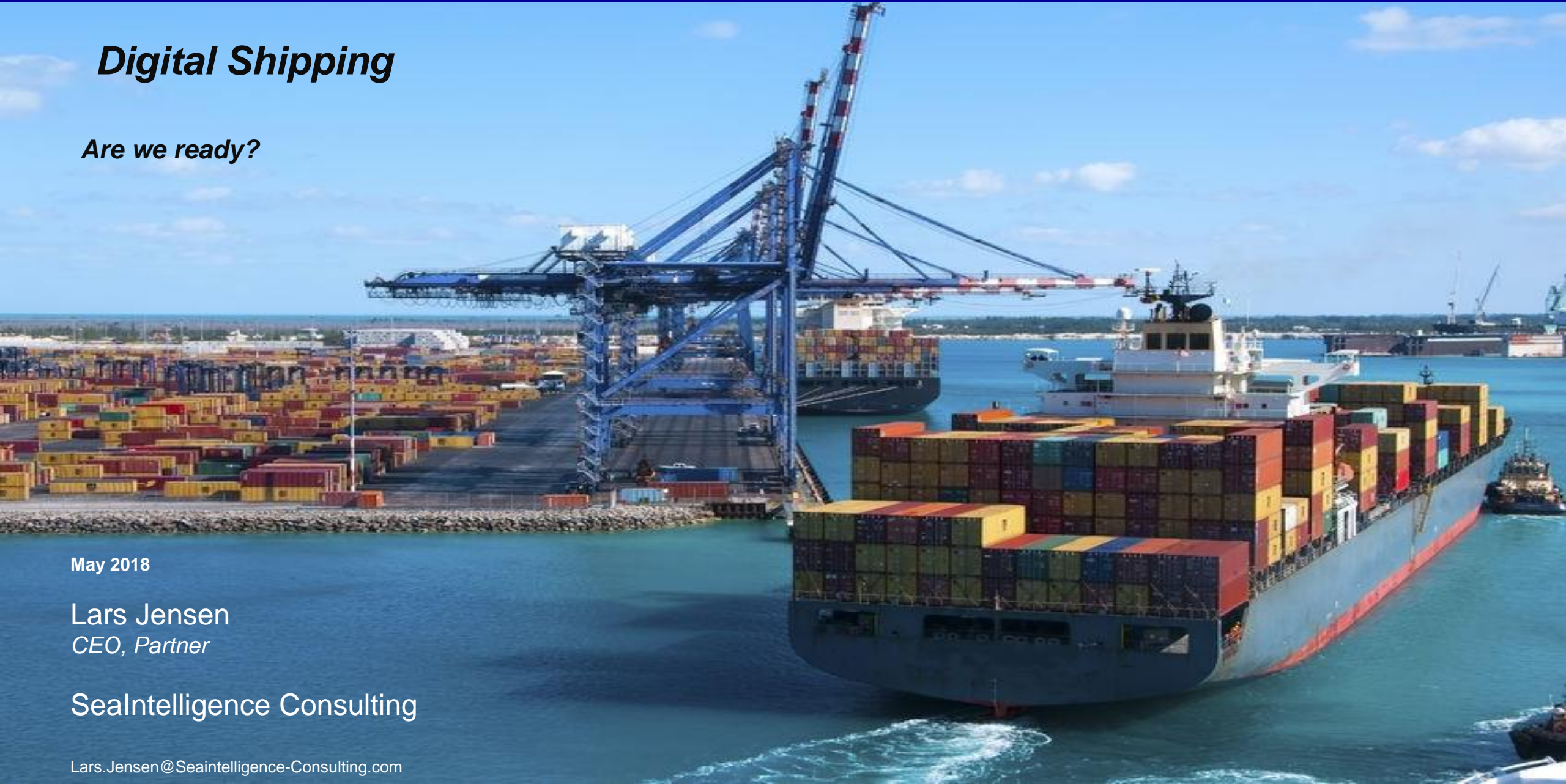


# SeaIntelligence Consulting

## *Digital Shipping*

*Are we ready?*



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# The next stage of digitization and automation

Following years of work on digitization and automated equipment, the industry is ready to look at the what the next steps are



**Or...hey ..... Wait ..... Is that really where we are?**

# Perhaps a case of deja-vu ?



New round of ordering super-sized vessels despite overcapacity



Accidents still happen



Reliability reaching new lows



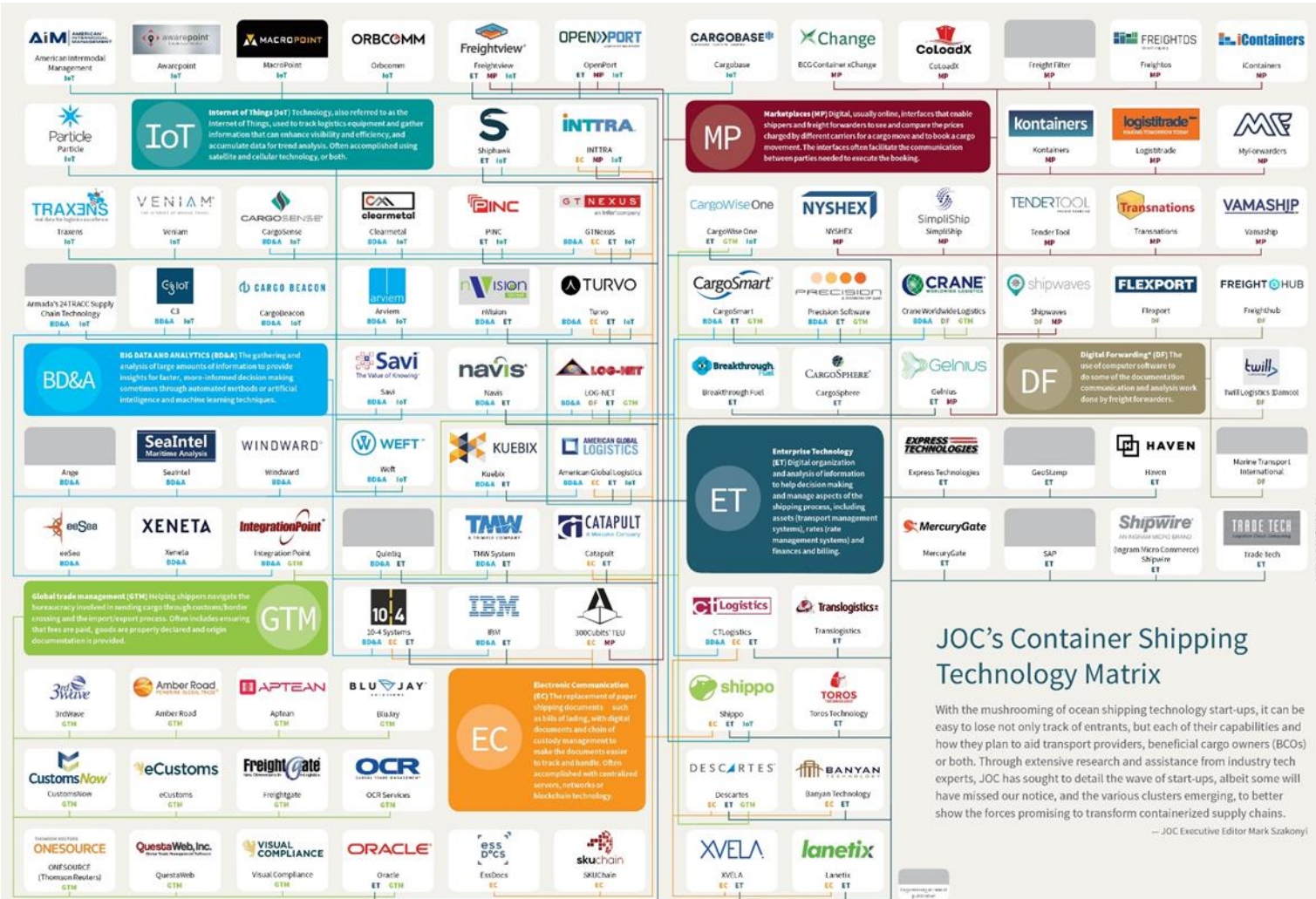
Vulnerability was amply demonstrated

# Does that mean it is all hype and no game?

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# The change is real – but takes time



Median age: 8.5 years !

Of 41 companies founded since 2012, only 4 are from 2017

Billion-dollar investments, and now the ICOs are also coming

## JOC's Container Shipping Technology Matrix

With the mushrooming of ocean shipping technology start-ups, it can be easy to lose not only track of entrants, but each of their capabilities and how they plan to aid transport providers, beneficial cargo owners (BCOs) or both. Through extensive research and assistance from industry tech experts, JOC has sought to detail the wave of start-ups, albeit some will have missed our notice, and the various clusters emerging, to better show the forces promising to transform containerized supply chains.

— JOC Executive Editor Mark Szakonyi

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# Why the slow uptake?

*“The industry is conservative and does not really want to change”*



Mainly not true



**“The announcement of the changes really went well.”**

# The true barriers – and the key to change

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- Business processes must fundamentally change
- Recognize that the supply chain involves a large number of stakeholders with very diverse focus
- The actual customers often do not care (!) – they focus on their own core business
- An individual might easily change behaviour – but the “corporate individual” has many strings tying him down
- A plethora of legal requirements

# The next stage of digitization and automation

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This is where we are

We are at the end of the beginning

