TIME for CHANGE

How to reshape your operation for success
There’s a way to do it better – find it.

Thomas Edison
The shipping industry is struggling.

To survive and thrive, you need to change.
The growth in fleet volumes at a time of global economic slowdown has resulted in excess supply and falling demand.
It is no longer sustainable to retreat behind the traditional response that shipping is used to ups and downs.

The current downturn is persisting much longer than the industry expected.
But out of adversity comes **opportunity**.
Unable to control external factors, many shipping companies are now focusing on internal operations including commercial, operations and fleet to strengthen their business.
With a little bit here and a little bit there, companies that take on a full program of initiatives can **boost earnings** by as much as 10 to 20 percent.

Timo Glave, Martin Joerss, and Steve Saxon: The hidden opportunity in container shipping. [2014]
But despite such potential gains, too many shipping companies are still being held back by legacy IT systems and antiquated processes.
The solution – adopted by those shipping companies that are reaping the rewards – is to follow the lead taken by successful enterprises outside the industry.
Across the globe, technology is driving the most significant changes to business processes and ways of working since the industrial revolution.
Today, technology has become more of a **game changer** that can spur top-line growth, and create new business models.

McKinsey: Perspectives on Digital Business. [2012]
The **winners** are those enterprises that understand the strategic potential of information technology (IT) and integrate it into everything they do.

Smart IT solutions can help you boost your companies earnings and help to overtake sluggish competition.
The following learnings from outside the industry are now having a positive impact on shipping:

- Process Reengineering
- The digital Workplace
- Data Management
- Mobile Technology
Process reengineering

Many companies are using technology-driven workflows to create more effective processes that speed up decision-making, increase efficiencies and reduce wastage.
Enterprise Resource Planning systems provide accurate, real-time insight and information into the daily running of organisations, all while helping **reduce administration and operational costs by over 20%**.

Skyward Techno: What is Enterprise Resource Planning (ERP)? [2016]
Technology is empowering workforces to perform smarter, faster and more productively by vastly improving the ways employees collaborate, communicate and connect with each other.
By sharing experiences and ideas via an online platform, CEMEX’s alternative fuels program reduced CO2 emissions by 1.8 million metric tons per year – saving the company more than $140 million, while earning $80 million in sales of CO2 credit.

Mary Hamilton, Alex Kass, Allan E. Alter: How collaboration technologies are improving process, workforce and business performance. [2013]
Data management

By providing organisations with a single source of truth, consolidating data capture improves transparency and decision-making across the entire organisation.
Accelerating reporting and digitising financial processes has helped Airbus DS Optronics move closer to their goals of instant, real-time data for sales forecasts and key metrics. In making the change to SAP S/4HANA, monthly closing at Airbus DS Optronics has been accelerated from one week to a day and a half.

SAP: Key Figures Lead to DS Optronics Being a Key Player in the Market.
Mobile technology

Helping to automate processes, capture information, reduce costs and gain efficiencies, the proliferation of mobile devices delivers information to the palm of the hands of workers – from the boardroom to the bridge.
Mobility is a core lean enabler allowing enterprises to extend right to the point of activity – inside and outside the four walls.

Industry Week: The Inside Story on Mobility. [2010]
Cloud is the latest wave of **centralising technology and expertise** that enables organisations to improve flexibility, accelerate business results, streamline processes and stimulate innovation.

But this is just the beginning of the **revolution**.
84% of CIOs report that they have cut application costs by moving to the cloud.

50% of cloud users have reduced their IT spend by 25 percent.

21% per year saved on average by companies who move to the cloud.

Source: The State of the Cloud 2015: Supply Chain Adopters Reaping ROI Rewards, IRMS360. [2015]
At Hanseaticsoft, we’ve been developing Cloud Fleet Manager to bring the benefits of the technology revolution to the shipping industry for the past 5 years.
Our unique combination of Silicon Valley technology and shipping industry experience enables us to reshape the way you work.
The elements of our success

Easy to use
Centralized Data
Cloud Technology
Shipping expertise
Mobility
Collaboration
The structure of our success
Your **benefits** at a glance

- Improved efficiency to drive profitability
- Greater visibility to unlock insight and value
- Easy to adopt to maximise success
- New ways of working to transform your business
It's time for change

To find out more about reshaping your shipping operation for success, contact us:

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