

Forum "Exzellenz im Schiffsmanagement"

Technische Universität Hamburg-Harburg

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New digital future – Industrial internet today



“If you went to bed last night as an industrial company, you’re going to wake up this morning as a software and analytics company.”

Jeff Immelt, GE Chairman & CEO

Exzellenz im Schiffsmanagement

Was ist die Herausforderung
im Schiffsmanagement?



What is the challenge?

personal injury	ship cargo on schedule	oil pollution
environmental damage	continuous service	cargo overboard
vessel damage	cargo/charter rate	fuel consumption
cargo damage	CAPEX and OPEX	air emission
company reputation	interest rate	decommissioning



What is the challenge?

SAFER	SMARTER	GREENER
personal injury	ship cargo on schedule	oil pollution
environmental damage	continuous service	cargo overboard
vessel damage	cargo/charter rate	fuel consumption
cargo damage	CAPEX and OPEX	air emission
company reputation	interest rate	decommissioning



Wie wird das Schiffsmanagement
SAFER, SMARTER, GREENER?



How to become SAFER, SMARTER, GREENER?

SAFER	SMARTER	GREENER
qualified crew	business intelligence	legislation
operation standards	reliability in service	technical innovation
maintenance, repair	future-proof design	data verification
emergency response	financial control	data analysis
search and rescue	decision support	expert advice



How to become SAFER, SMARTER, GREENER?

SAFER	SMARTER	GREENER
competence building	competence building	competence building
asset management	asset management	asset management
risk management	risk management	risk management
compliance	compliance	compliance
quality, transparency	quality, transparency	quality, transparency



Wie wird das Schiffsmanagement

SAFER, SMARTER, GREENER?

... durch **DIGITALISIERUNG** und **SOFTWARE**



The role of Information and Communication Technologies (ICT)

Role of ICT in implementing best practice today

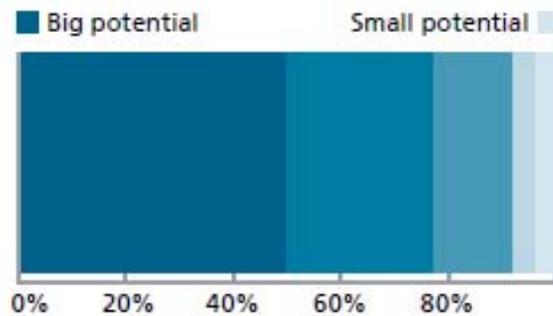


Figure 14 – Role of ICT in implementing best practice today

Role of ICT in implementing best practice in future

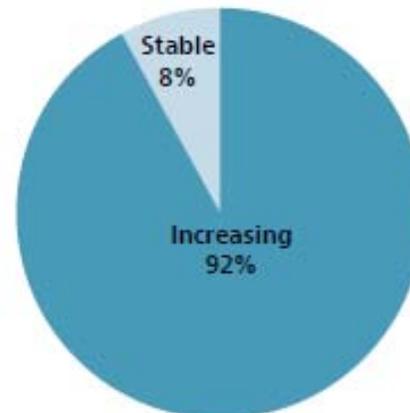


Figure 15 – Role of ICT in implementing best practice in future

Main opportunities in using ICT

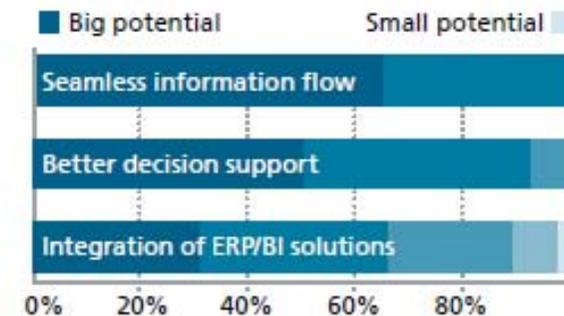


Figure 16 – Main opportunities in using ICT

Source: Fraunhofer-Center für Maritime Logistik und Dienstleistungen



„Alles was digitalisiert
werden kann, wird
digitalisiert“

- Das gilt auch für die Maritime Branche
- Das gilt auch für Deutschland

Exzellenzinitiative Schifffahrtsmanagement (EIS)

P1: Instandhaltung und Einkauf

P2: Finanzmanagement und BI

P3: Infrastruktur

P4: Vessel Integration

P5: Compliance Management



EIS – Konstituierende Projektpartner

Unterstützung durch
Memorandi of
Understanding (MoU)



EIS-Beirat

- Wilhelm Alms**
Institut für Management-
und Wirtschaftsforschung
- Dieter Spark**
DAKOSY
- Wolfgang Kersten**
Prof. TUHH
- Stefan Straessner**
HSH Nordbank
- Wolfgang Hintzsche**
Kaptn. Verband dt.
Reeder



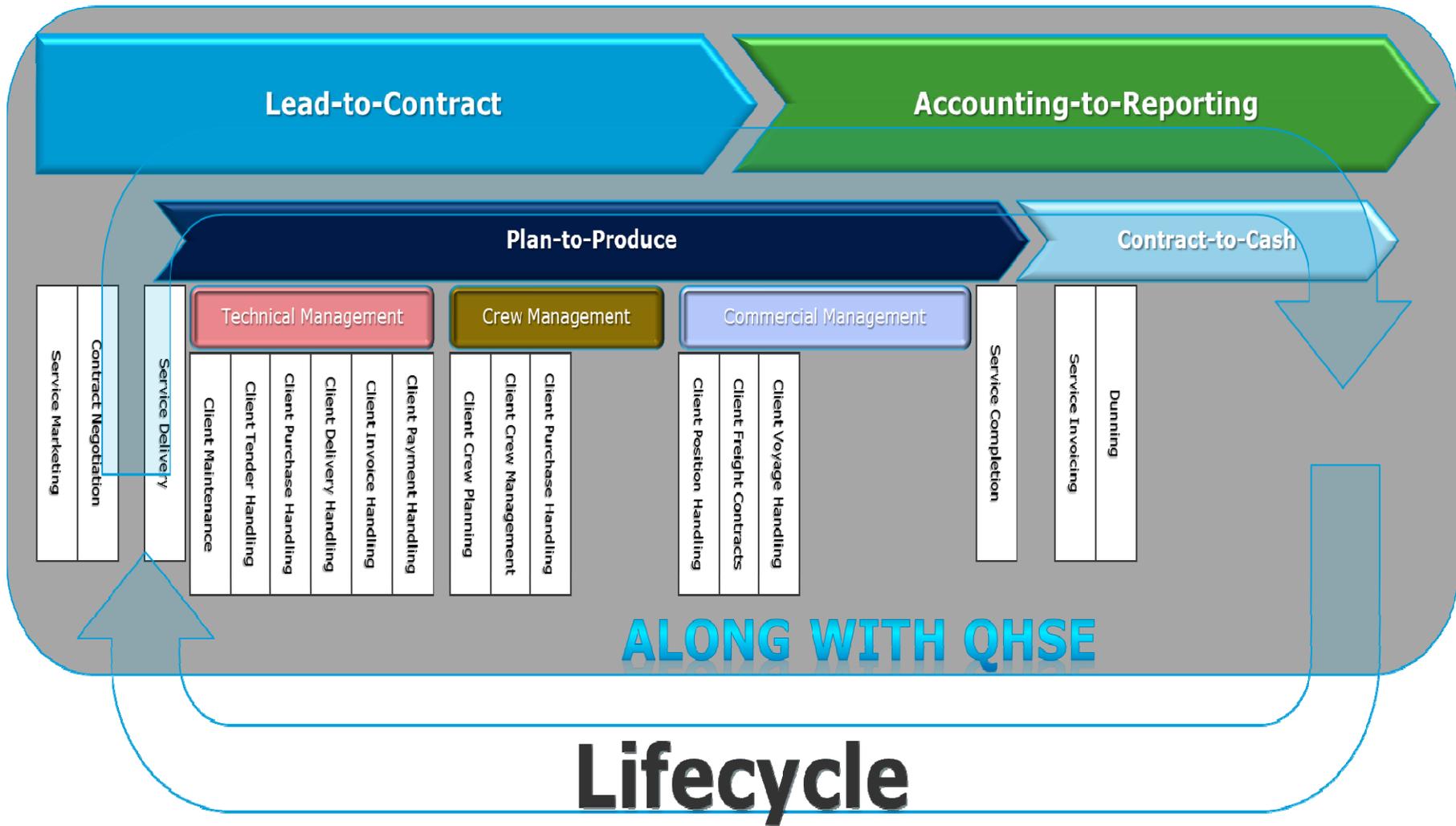
Assoziierte
Projektpartner



Projektmanagement



Ship Management (Service Industry Storyboard)



EIS – Definierte Projektinhalte

