

## MARITIME DATA CHECK - WHAT IS IN IT FOR ME?

### OPPORTUNITIES BASED ON DATA

Maritime companies are collecting an increasing amount of data every day. No doubt, this represents an important input for data-driven business models and innovative decision-support systems.

Thus, making the most of available data is a crucial task for future-oriented management and for gaining a competitive advantage. It helps to capture knowledge, reduce costs and increase profit.

### CUSTOMIZED SOLUTION

To close the gap between theoretical advances in digitalization and practical applications, Fraunhofer CML offers a Maritime Data Check. It is specifically tailored to the needs of customers from maritime industry to answer the questions: What is feasible with the current data? Where and how should additional data be collected?

To achieve this, the current data landscape is identified, reviewed in detail and sub-

jected to an exploratory analysis. Based on the outcome, recommendations for next steps are presented and the way forward is elaborated in a workshop.

The approach has a low entrance barrier and provides quick but evidence-based results. Companies benefit by getting a clear picture where they stand and what to focus on in order to make the most of current data and take advantage of key technology trends.

