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 subjected 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.

MARITIME DATA CHECK - WHAT IS IN IT FOR ME?