# SERCEL

# Digital Islands

# Digital Transformation in the Maritime Industry

## DATA INTERDEPENDENCY: ARE YOU A DIGITAL ISLAND WITHOUT REALISING IT?

How to prevent digital isolation and avoid fragmentation across
the offshore logistics supply chain

### Marine Digitalisation - Status Quo

Recent pandemic and the drive to attain net zero have undoubtedly been the key drivers of digital transformation in the marine industry in recent years. However, this has resulted in the emergence of digital islands where key stakeholders still rely on error prone manual processes including emails, phone calls, file transfers, and paper transactions to communicate between various elements of the logistics supply chain.

### What is a digital island?

A "digital island" is a piece of software designed in isolation to perform a specific function for a specific team.

### Digital Island Mentality

Digital siloes hamper digital transformation and provide 'tunnel vision' of operations. The interdependency of data between teams is not realised or understood.

## THE ISLAND MENTALITY

HSE/ESG
Incident Investigation

Contracting

Material
Scheduling

Port/Berthing
Operations

Vessel efficiency Fuel
equipment monitoring

Logistical Oversight
Monitoring

Drilling
Special Operations

Pipe/cable
Laying

Construction
Operations
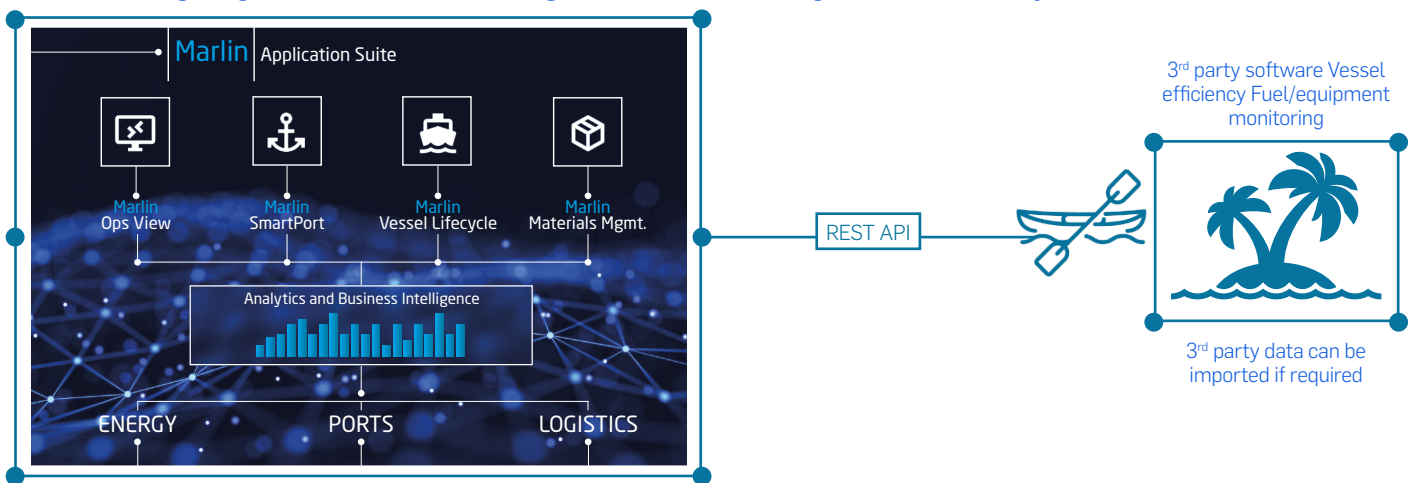
Reporting
KPIs

# Digital Islands – Key Challenges

While each island may be capable in its own right, interoperability is a critical issue. Interactions with other teams, such as crews, vessels, equipment, helicopters, ports and onshore personnel, remain overly reliant on paper-based and manual processes. Too often, this results in operational inefficiencies, wasteful voyages, conflicts, and lost time. The proliferation of digital silos poses a real threat to a full digital transformation in the industry and hampers the tremendous progress made in this area over the past years.

> Paper based processes and manual file transfers compromise data integrity and are prone to fraud and errors.

> Manual file transfers also expose company-wide networks to the risk of security breaches or even cyberattacks.

> Collaboration among stakeholders is typically reactive rather than proactive. This reduces operational efficiency, wastes time, can duplicate effort, and increases the likelihood of conflicts and incidents during operations.

Silos can't deliver joined-up logistics intelligence in real-time. They can answer some, but not all, of the questions that are needed in a fully digitally interconnected operation:

- ❏ Where is my vessel?
- ❏ What is on my vessel?
- ❏ Where is my vessel going?
- ❏ Where has my vessel been?
- ❏ When will my vessel/cargo arrive?
- ❏ Which port do I pick up my cargo?
- ❏ Which berth do I pick up my cargo?

- ❏ Where do I bunker?
- ❏ How do I order a pilot?
- ❏ When will the berth be free?
- ❏ What is my fuel optimisation?
- ❏ What is my carbon footprint?
- ❏ When does the vessel's charter need renewing?

- ❏ Is the vessel available contractually?
- ❏ Which vessels are available for my cargo?
- ❏ Are there other operations that I need to know about in the area?
- ❏ Who are the contacts for other operations?
- ❏ Can I see plans for other operations in advance?

## Connecting Digital Islands: Closing the Maritime Digitalisation Gap



**The Marlin Application Suite provides a portfolio of innovative software and services for the marine industries, including energy, port, and logistics. Marlin enables companies to plan, monitor, analyse, and manage all marine-side operational logistics via a single web portal, accelerating innovation and transforming their business into a truly digital enterprise in a secure and cost-effective manner.**

### OPERATIONAL TRANSPARENCY FOR ALL STAKEHOLDERS

Seamlessly connect all activities in real time for enhanced visibility and collaboration

- Crews
- Onshore personnel
- Vessels
- Equipment
- Other relevant stakeholders

### IMPROVED DECISION MAKING

Transform your offshore data into actionable intelligence

- Plans executed on time and within budget
- Real-time re-planning aids conflict avoidance
- Elimination of wasteful voyages and improved fuel efficiency

### OFFSHORE LOGISTICS OPTIMISATION

Gain a competitive advantage by leveraging digital transformation

- Improved efficiency and reduced costs
- Pro-active collaboration and decision making
- Streamlined asset management processes
- Reduced carbon footprint

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