




How to Disrupt an Ancient Ecosystem?

Tom Sundell

Vice President, NAPA Group

www.napa.fi

NAPA - SOFTWARE SOLUTIONS FOR SHIP DESIGN AND OPERATION

 <p>25 YEARS</p>	<p>95% OF WORLD'S FLEET DESIGNED BY NAPA CUSTOMERS</p>	<p>Setting standards for 3D MODELING, MONITORING & PERFORMANCE ANALYSES</p>	<p>Owned by ClassNK</p> <p>Partnering with ClassNK, DSME, SDARI, ABB, Siemens</p>
<p>700 USER ORGANIZATIONS</p> <p>3,000 INSTALLATIONS ONBOARD</p>	<p>Used by all major SHIPYARDS, DESIGNERS, OWNERS, OPERATORS, CLASSIFICATION SOCIETIES</p>	<p>GLOBAL REACH 200 employees FINLAND, CHINA, JAPAN, KOREA, SINGAPORE, USA, INDIA, ROMANIA, ITALY, GREECE, BRAZIL</p> <p>AGENT NETWORK</p>	<p>MISSION TO INCREASE</p> <p>MARINE SAFETY AND ECO-EFFICIENCY</p>

FIMECC REBUS “Towards Rational Business Practices”
Sub Project P2 “Logistics Networks”

“Analysis of Current Industry Structure
and a Vision for a Renewed Ecosyste”



Exhibit A: Charter-Party Contract

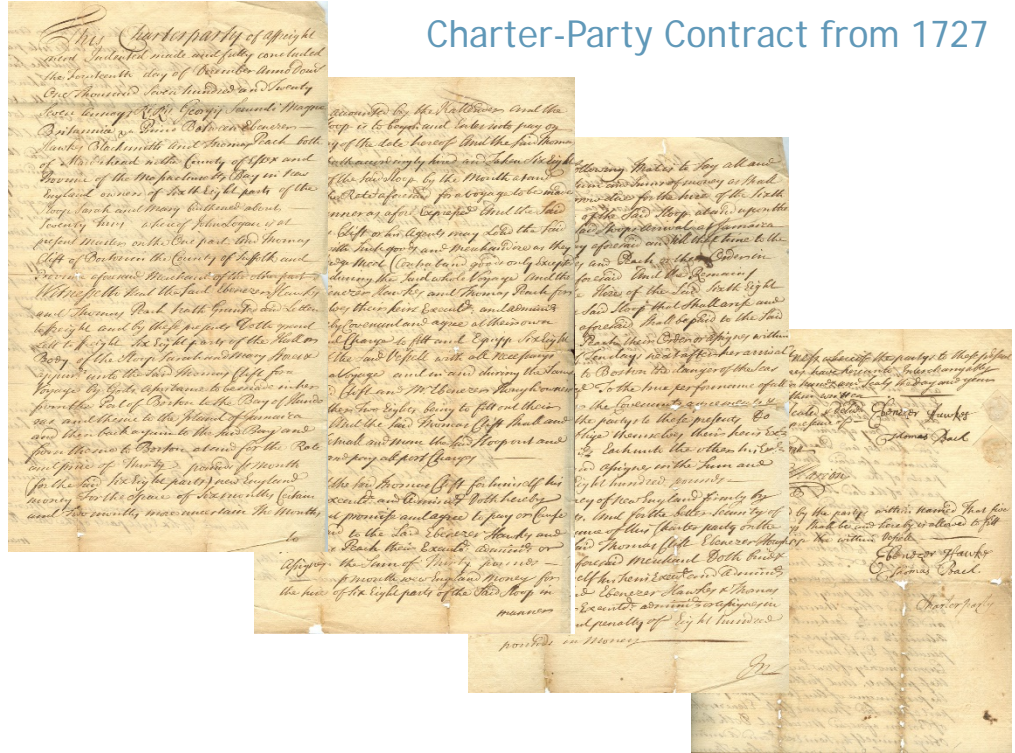
Origin: *charta partita*

A contract between the:

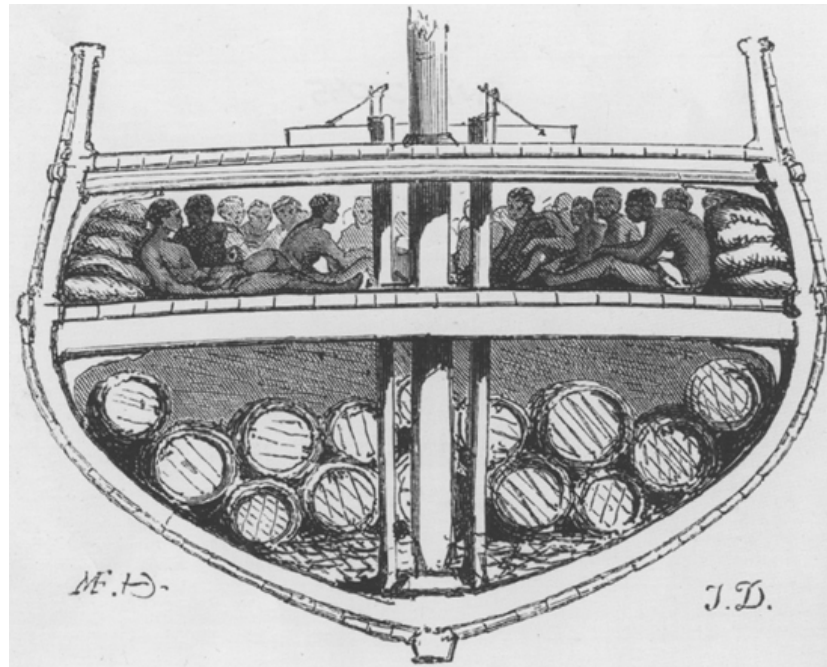
- Owner of the ship
- Charterer for the use of the ship

Most central contract type in the industry still today

Charter-Party Contract from 1727

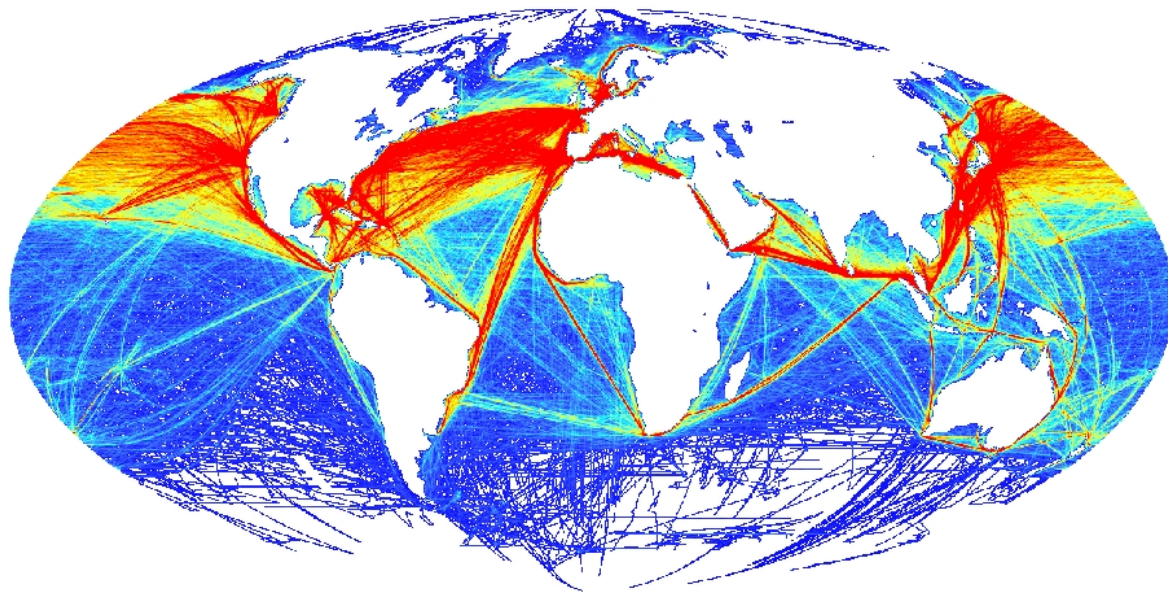


Shipping in the 1700's



Shipping in the 2000's

10 000 000 000 tons of goods / year

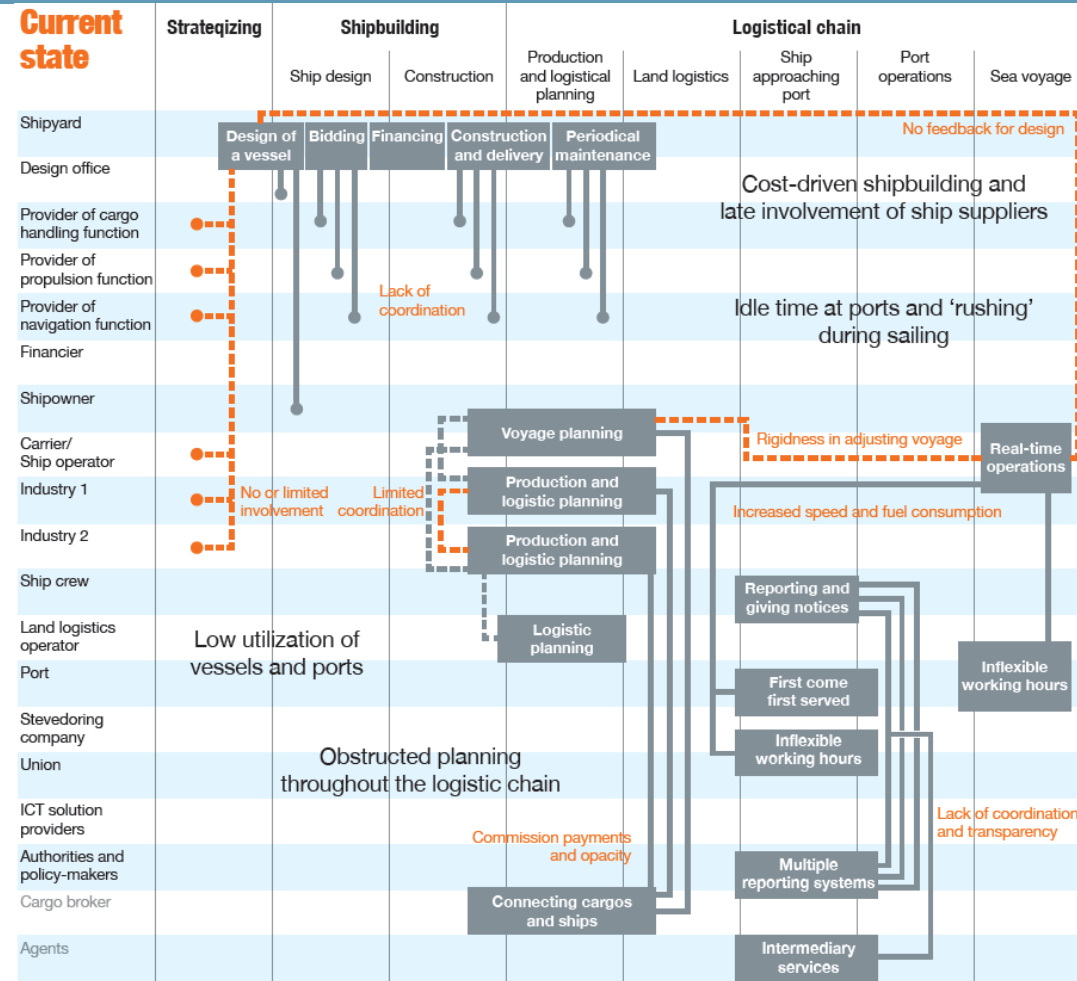


The current state of Marine and Shipping Ecosystem is very complex, fragmented, has parties with conflicting interest and hides inefficiencies

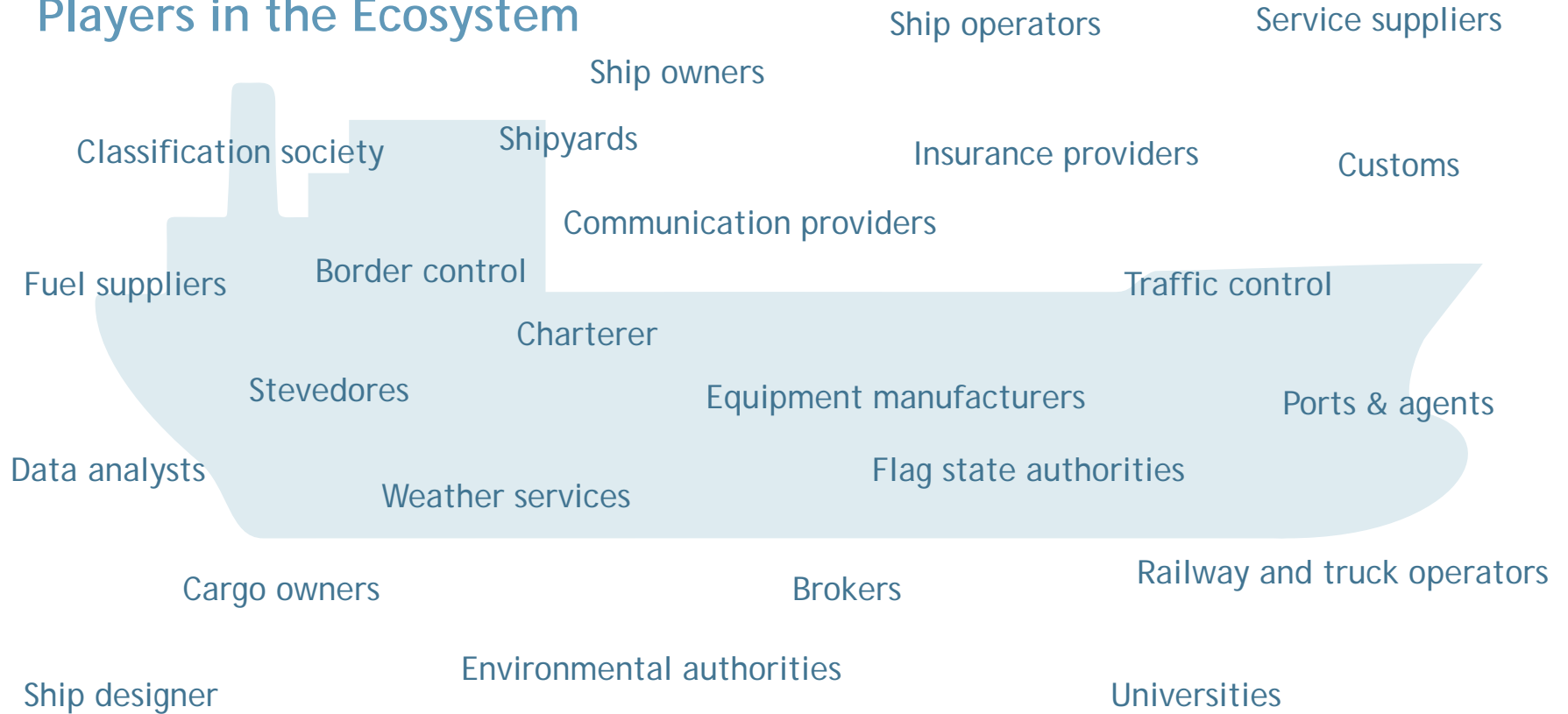
Source: Positioning report

Analysis of the current marine industry structure and a vision for a renewed marine industry ecosystem

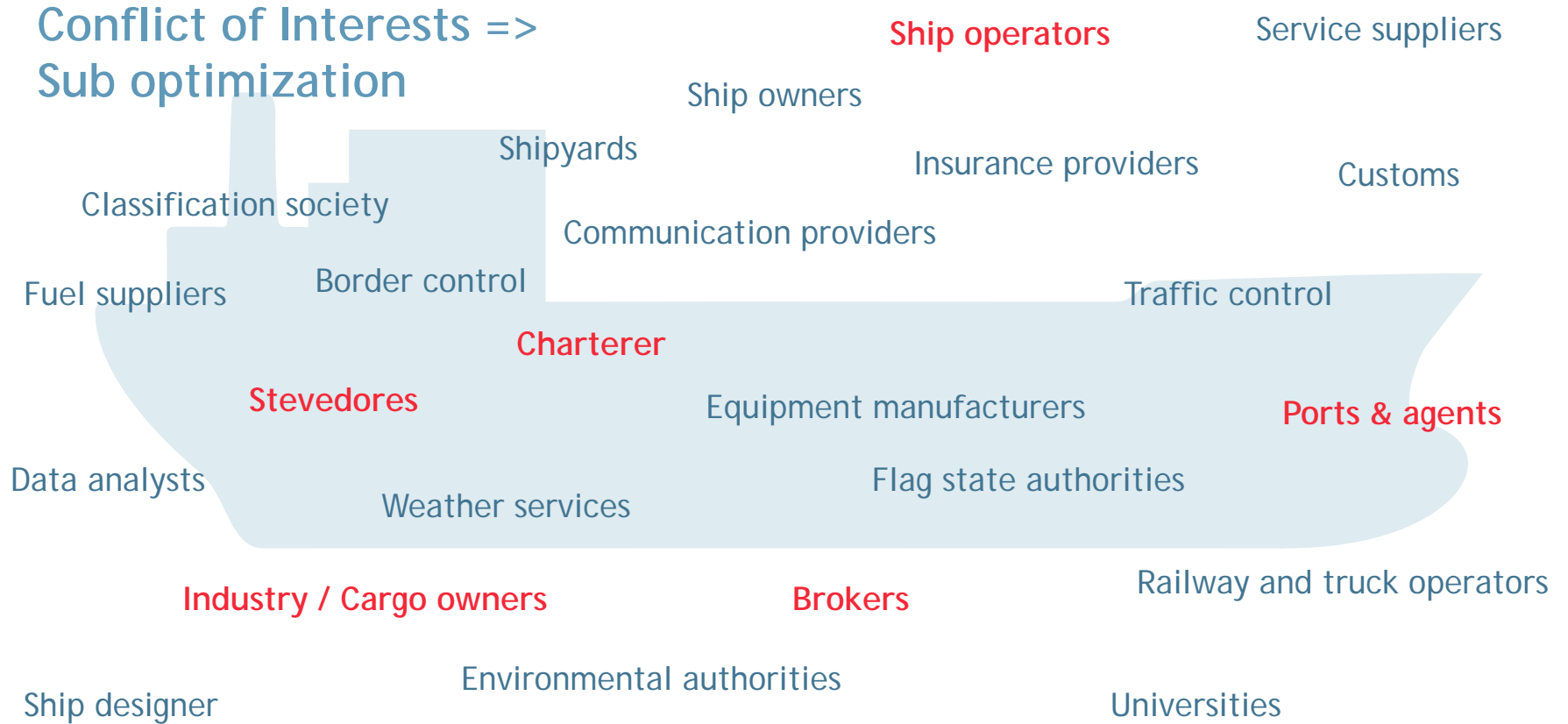
Åbo Akademi University 2015 - REBUS Program



Players in the Ecosystem



Conflict of Interests => Sub optimization



A Vision of a Renewed Ecosystem

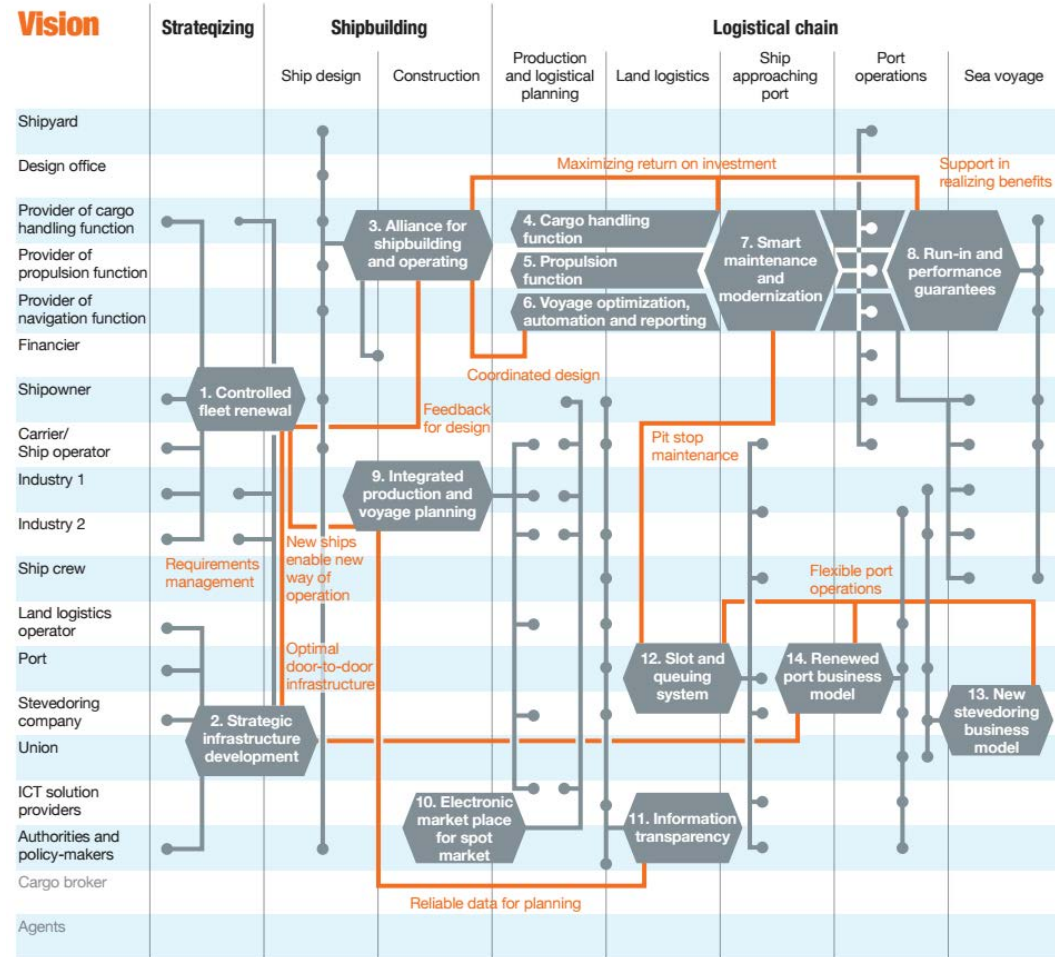


The current vision for a renewed ecosystem solves inefficiencies. So far 14 solutions to the most severe inefficiencies in the value chain have been identified.

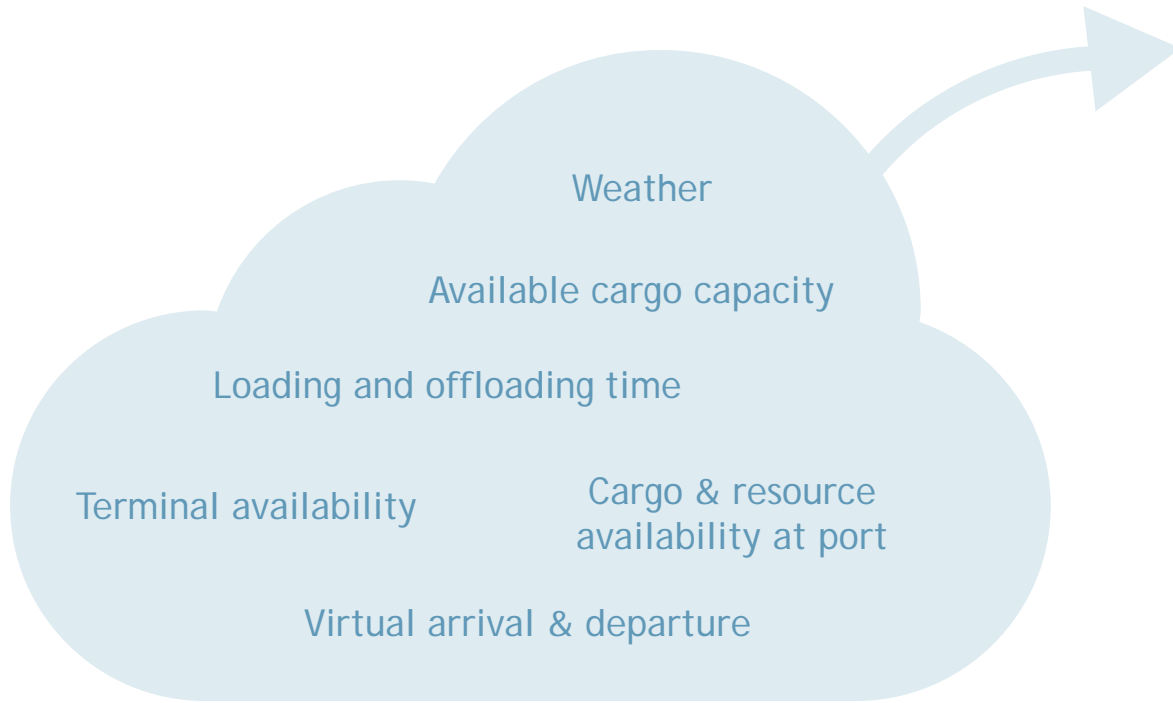
Source: Positioning report

Analysis of the current marine industry structure and a vision for a renewed marine industry ecosystem

Åbo Akademi University 2015 - REBUS Program



Data and Technology Exists!



Intelligence out:

Queue transparency

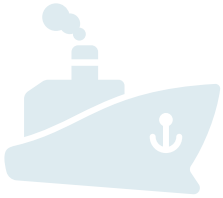
Pin-point inefficiencies
of the value chain

Port turnaround time

Idle time / Utilization rate

Time charter equivalent

Benefits of a Efficient Shipping Value Chain



Ship owner:

Higher utilization rate
(more tonmiles)
Lower risk



Cargo owner:

Lower freight costs
Better predictability
& reliability
Lower risk of
cargo damage



Port / Port operators:

Better competitiveness
Better predictability
Higher turnover
Transparency



Municipalities:

Increased
competitiveness
Less congestion
Lower local emissions
Higher employment

Summary

How to disrupt worlds biggest business?

- Monumental possibilities for increased efficiency exists
- Conflict of interest and sub optimization increases inertia in the ecosystem
- By serving one player in the industry, you easily work against an other
- Open and transparent information may be the game changer (bringing shipping closer to *a Perfect Market*)!

REBUS Partners



Algol Technics Oy
JTK-Power Oy
Kempfi Oy
Kuusakoski Oy
Mervento Oy
Nordkalk Oy Ab
Rauma Marine
Construction
Scanfil EMS Oy



Reference: www.abo.fi/fakultet/media/9465/positioningreporteng.pdf

Thank you.

Tom.Sundell@napa.fi

www.napa.fi