

# *The next wave in maritime digitalisation*

Mare Straetmans

November 7<sup>th</sup>, 2019, Busan



[www.linkedin.com/in/straetmans/](https://www.linkedin.com/in/straetmans/)



[@portinnovation](https://twitter.com/portinnovation)

## Past roles



Founder & Managing Director



Strategy & innovation manager

## Current roles



Director Digital Transformation

OceanOps.io

Advisory Board member



Advisory Board member

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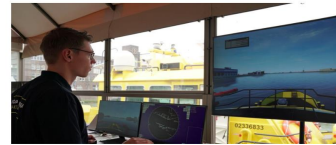
# OPPORTUNITY



## NEW NORWEGIAN AUTONOMOUS SHIPPING TEST-BED OPENS

### The Port of Rotterdam Authority tests autonomous navigation with a floating lab

It is not a question of whether but when autonomous navigation will be introduced. In order to prepare the Port of Rotterdam Authority for the arrival of autonomous navigation, the Port of Rotterdam Authority has converted a patrol vessel into a floating lab that collects data, including about the vessel's operation and power.



### Rolls-Royce teams up with Intel to build autonomous ships

The large cargo vessels will rely on Intel technology to navigate the oceans without human crew onboard.



Mariella Moon, @mariella.moon  
10:16:18 in [Transportation](#)

Comments

864  
Shares







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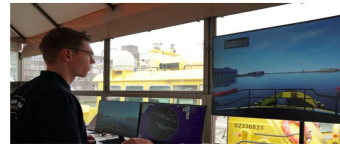




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Energy Web Foundation  
launches pioneering to  
accelerate a low-carbon,  
customer-centric energy  
system.... blockchain is a  
crucial enabler for  
accelerating the low-carbon,  
distributed electricity future.

19th June, 2019

Rocky Mountain Institute

**SIEMENS**  
*Ingenuity for life*

swisspower 

equinor 

**TEPCO**  
TEPCO Energy Partner



**e.on**

 **Eneco**



  
**ENGIE**







“Researchers develop fully autonomous drones that can inspect and fix wind turbines”

15<sup>th</sup> October, 2019

CNBC

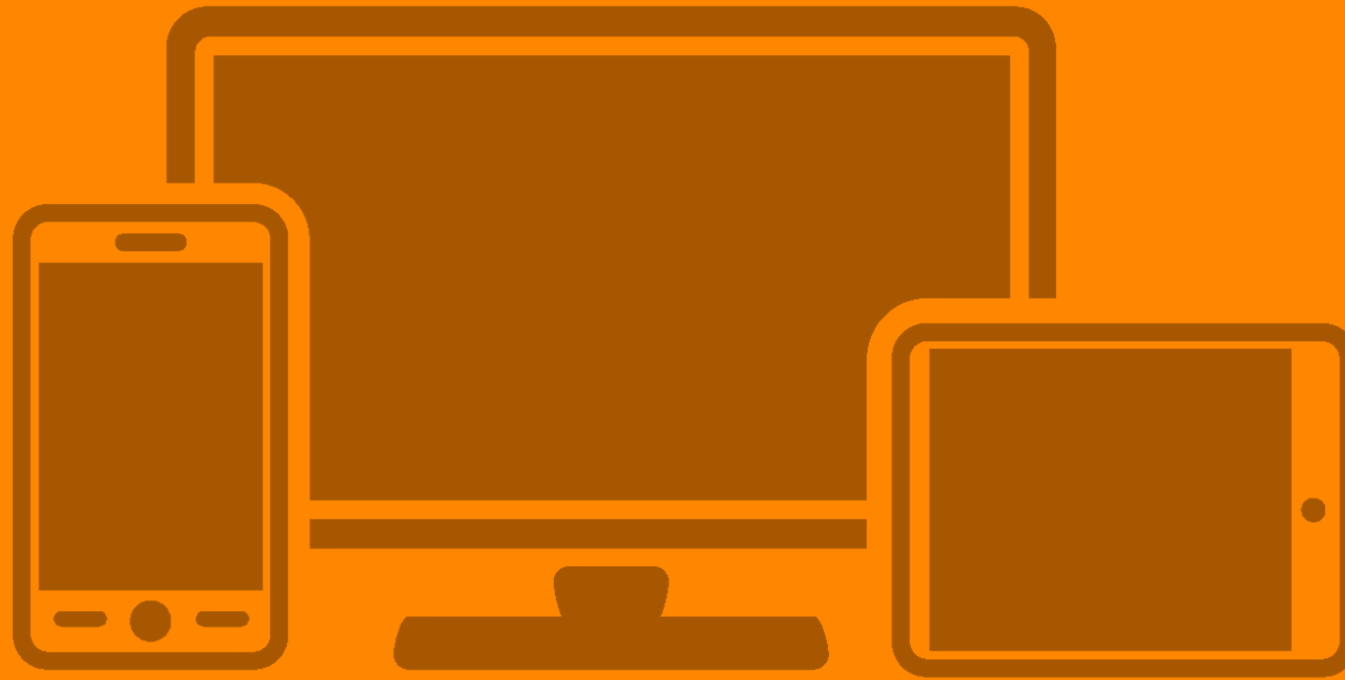


*"reduce ... emissions by  
70 % per transport  
shipment by 2030"*

IKEA

"Nestlé ... commits to  
zero net emissions by  
2050 "

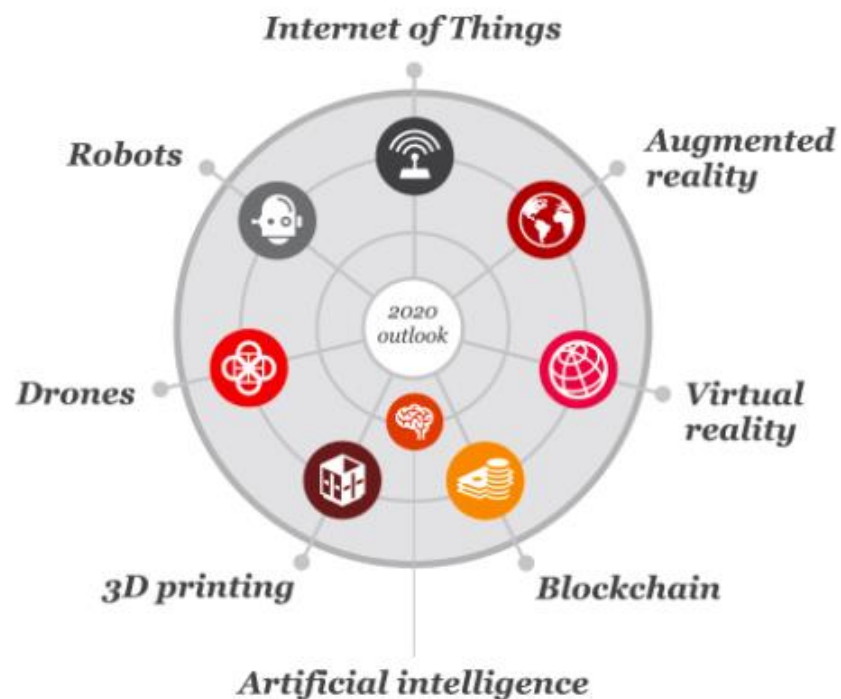
Nestlé



# DIGITAL

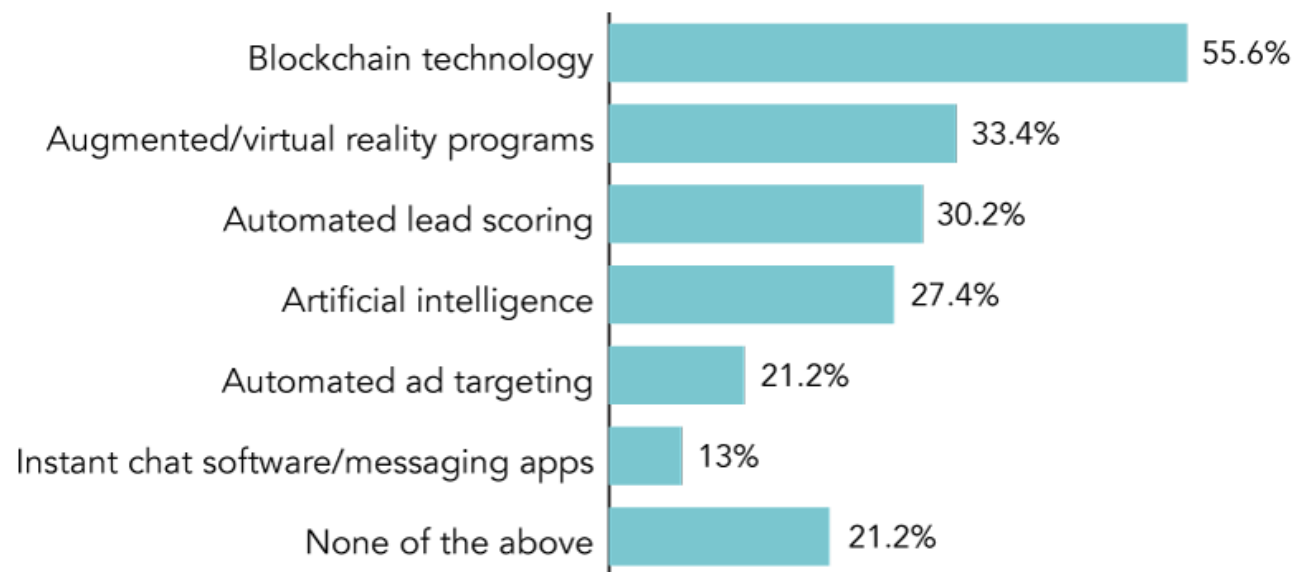
New technologies develop at extreme pace...

*The essential eight technologies*



## Difficult to keep up...

*Which technology categories do you find difficult to understand?*



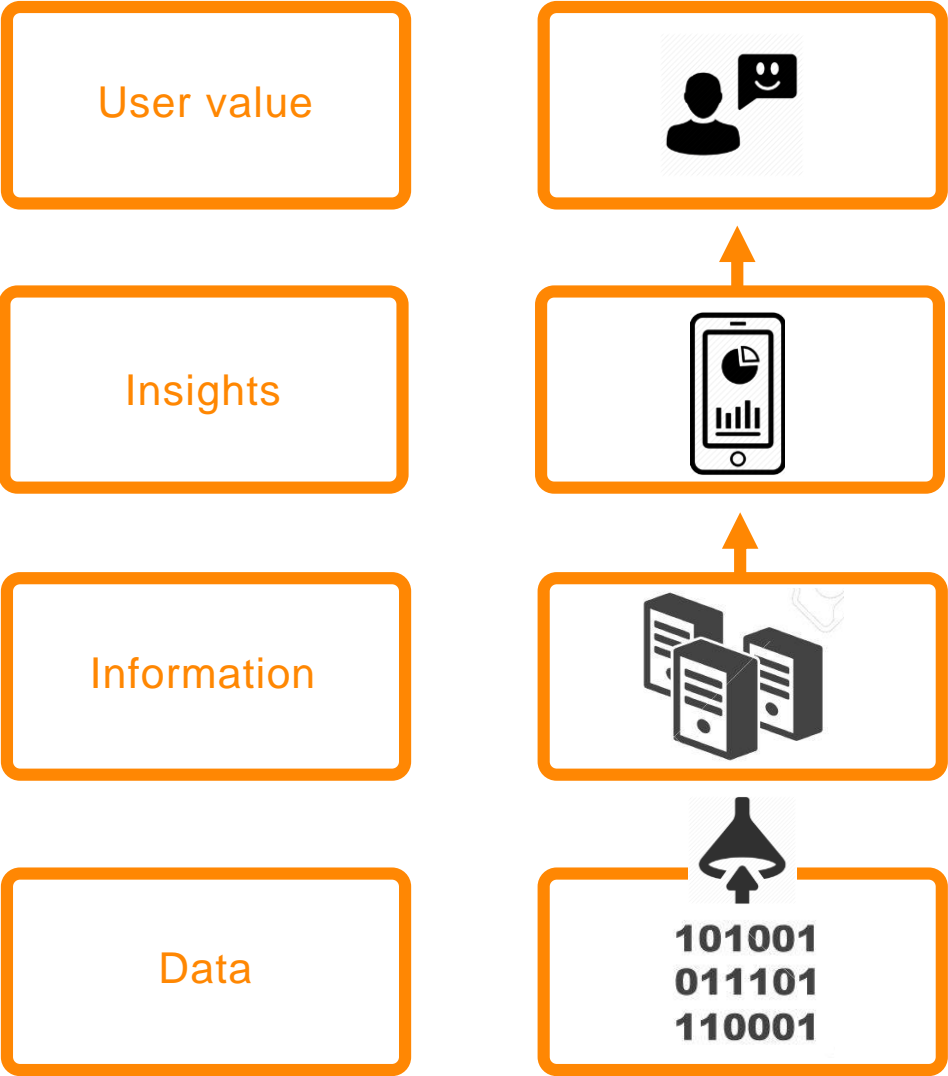
Base: 401 SMB owners, managers, and employees  
Source: HubSpot Snap SMB Survey, Q4 2017

**HubSpot** Research

*“Digital transformation is the integration of digital technology into **all areas of a business**, fundamentally changing how you operate and **deliver value to customers**. It's also a cultural change that requires organizations to **continually challenge the status quo**, experiment, and get comfortable with failure.”*



From data to value





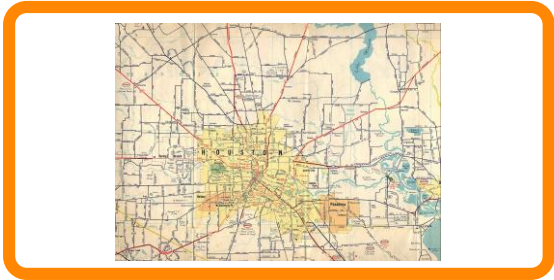
In time for your meeting



Insights through visualisation



Storing and organising



Sensor data & models



# GETTING STARTED

**DO EPIC SHIT**



DIGITAL TRANSFORMATION @ VAN OORD



# 1. Extreme client focus...



Who is your  
customer



What they do



When they  
buy



How they buy



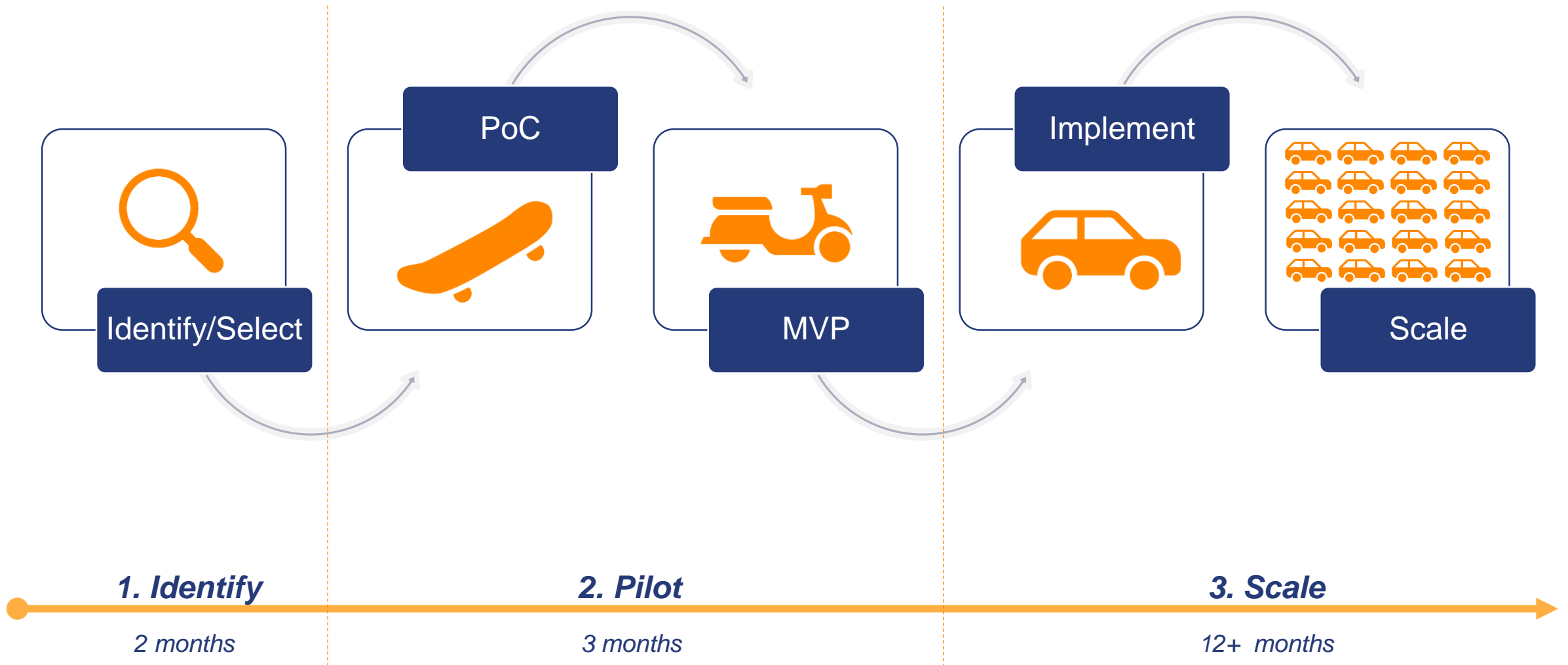
What they  
expect from  
you



## 2. Focus on value



### 3. New way of working



## 4. New business models...





### Tools



Autonomous survey vessel.

Value: increased measuring,  
less costs.

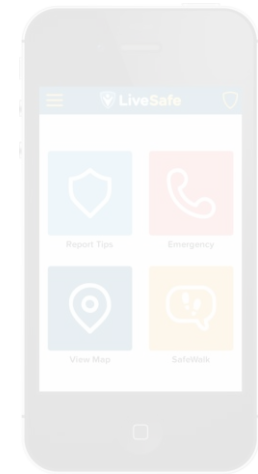
### Data analytics



Modelling on ship routes,  
predicting optimal loading and  
sailing slots.

Value: increased production  
per ship, saving time and  
emissions.

### Apps



Digital safety notice card,  
replacing the current paper  
card.

Value: more safety notices,  
better data analytics.

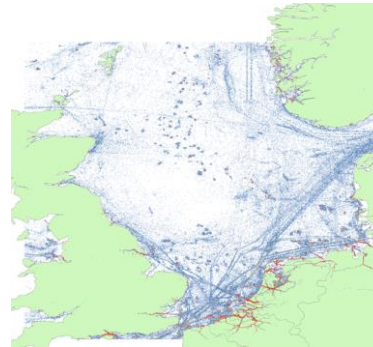
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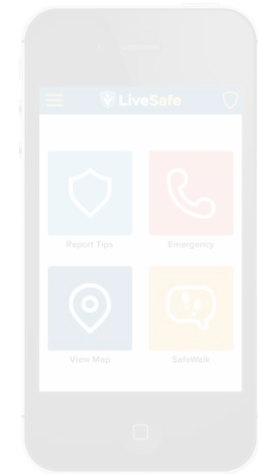
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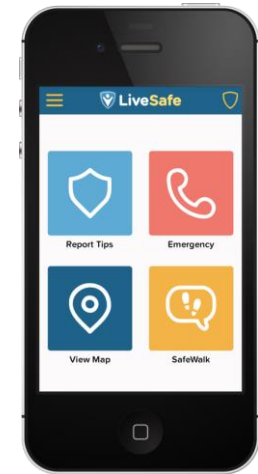
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# *THANK YOU...*

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THANK  
YOU