MARIKO GmbH

Challenges and new perspectives for the maritime industry
in Germany, Norway and the Netherlands

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Digitalization in the Maritime Industry

16.09.2021

Digitalization Projects

- SME 4.0 Competence Center Lingen (Mittelstand 4.0)

Mittelstand 4.0 Kompetenzzentrum Lingen

Mittelstand-Digital

Gefördert durch:

Bundesministerium für Wirtschaft und Energie

aufgrund eines Beschlusses des Deutschen Bundestages

- MariConnect – Digital Communication and Interfaces in the Maritime Industry

Mari Connect

Innovationsforen Mittelstand

GEFÖRDERT VOM

Bundesministerium für Bildung und Forschung

- D-ZIB – German Center for Innovative Inland Shipping

D-ZIB Deutsches Zentrum für innovative Binnenschiffahrt

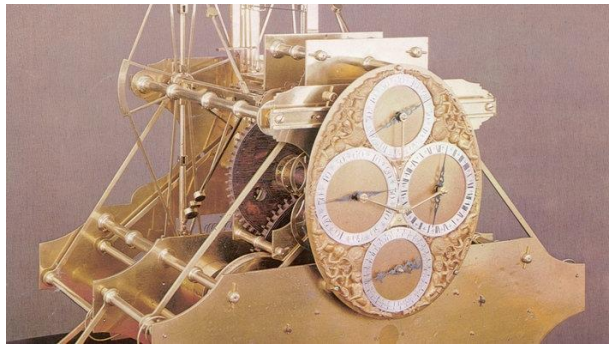
EIBIP | European Inland Barging Innovation Platform

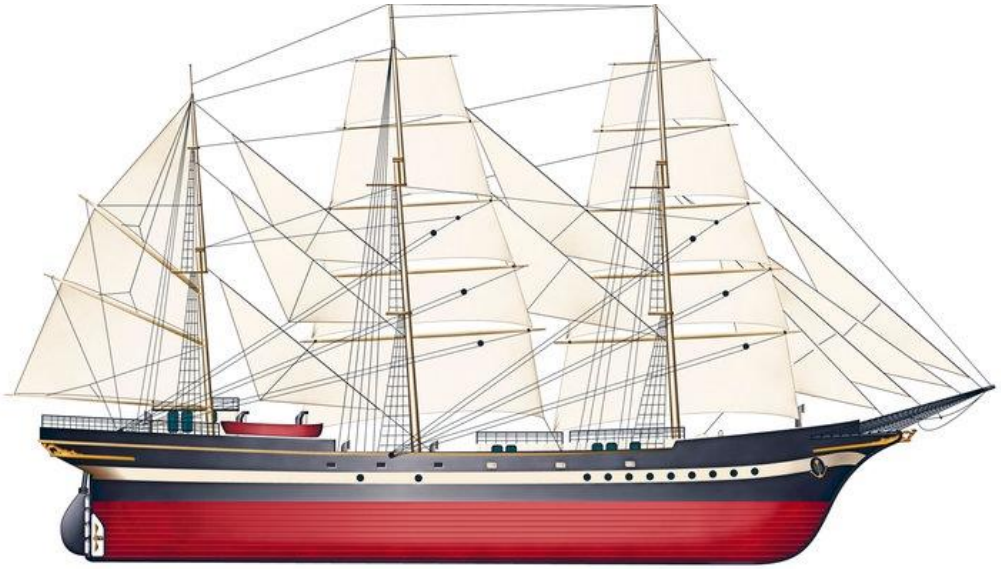
Change of business models in the maritime industry

Jörg Bontjer, MARIKO GmbH

MARIKO

Commercial shipping: the early days





Commercial shipping: today

Source: icon-icons.com, istockphoto.com, Briese Schiffahrt, AG Ems, MARIKO

What are data-driven business models?

- Core **business**: based on data
- Core **activities**: data acquisition, data evaluation, data use
- **Consequence**: digitalization and technologization of the working world

- **Three major developments:**
  - Machines, services and sensors provide data and information
  - Fast and affordable storage technology
  - Cloud and digital networking

Source: icon-icons.com

Market and technology booster

- **Earnings:**
  - Development of new data-based business models
  - New markets
- **Benefit:**
  - Increase of quality of processes, services and products
  - Increase of flexibility, e.g. to customer requests
- **Productivity:**
  - Increase of transparency and availability of information
  - Increase of efficiency
  - Reduce costs
- **Specifications:**
  - Legal standards, guidelines and regulations

Source: icon-icons.com

Ideas and impulses for digital business models in the maritime industry

- Design and manufacturing of vessels
- „Smart Ship Tracking“
- Remote Monitoring & Remote Control
- Digital platforms and data availability
- eLearning, eTraining
- eGovernment
- Environmental protection / sustainability / climate change
- "Influencing"
- Augmented and Virtual Reality (AR/VR)
- Artificial Intelligence (AI)

Source: icon-icons.com (Autoren: Becris; EpicCoders)

Thank you!

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