

# Digitalization and opportunities for Wallenius Wilhelmsen

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EVP and COO WW Ocean

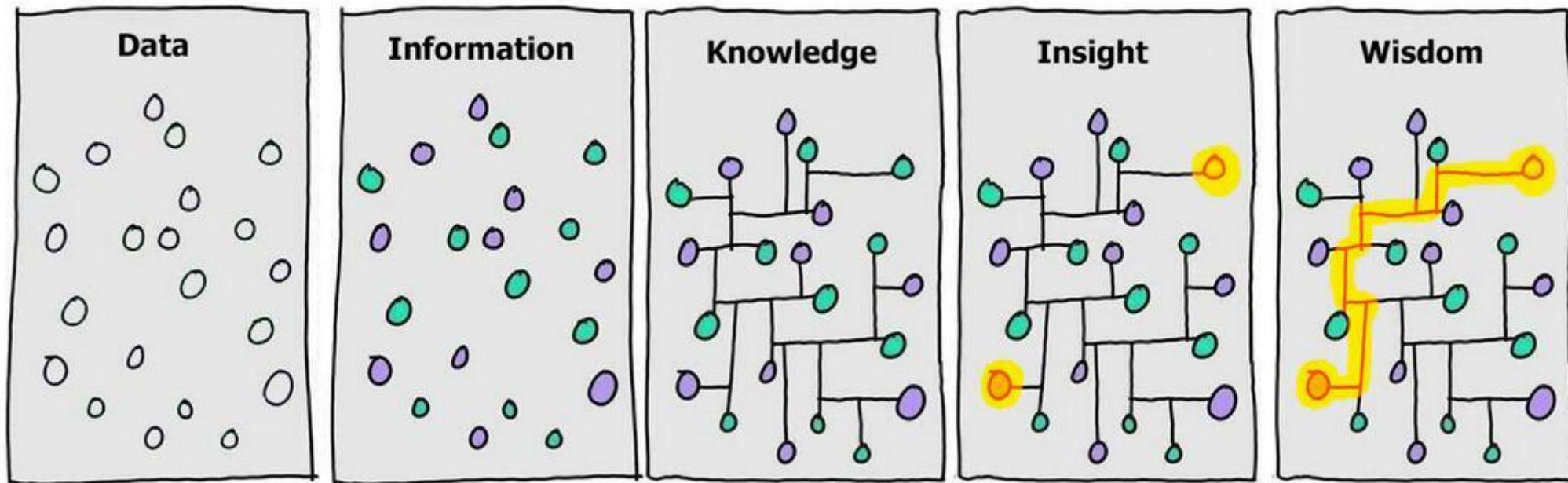
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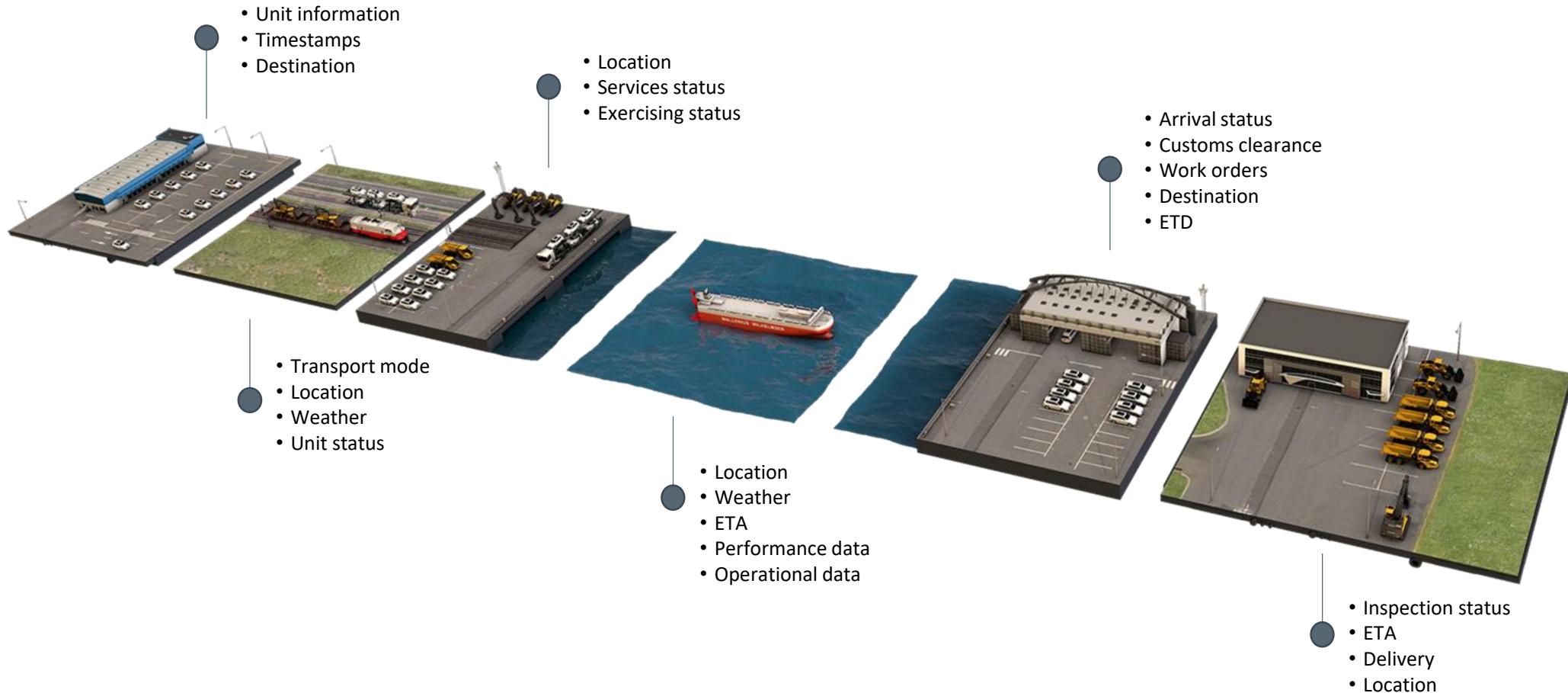


# Digitalisation is about moving from data to wisdom



# The supply chain is data rich, but still information poor, large upside potential, but depends on the digitalization of the supply chain

*Large number of potential data sources throughout the supply chain, but too little of it is used today*

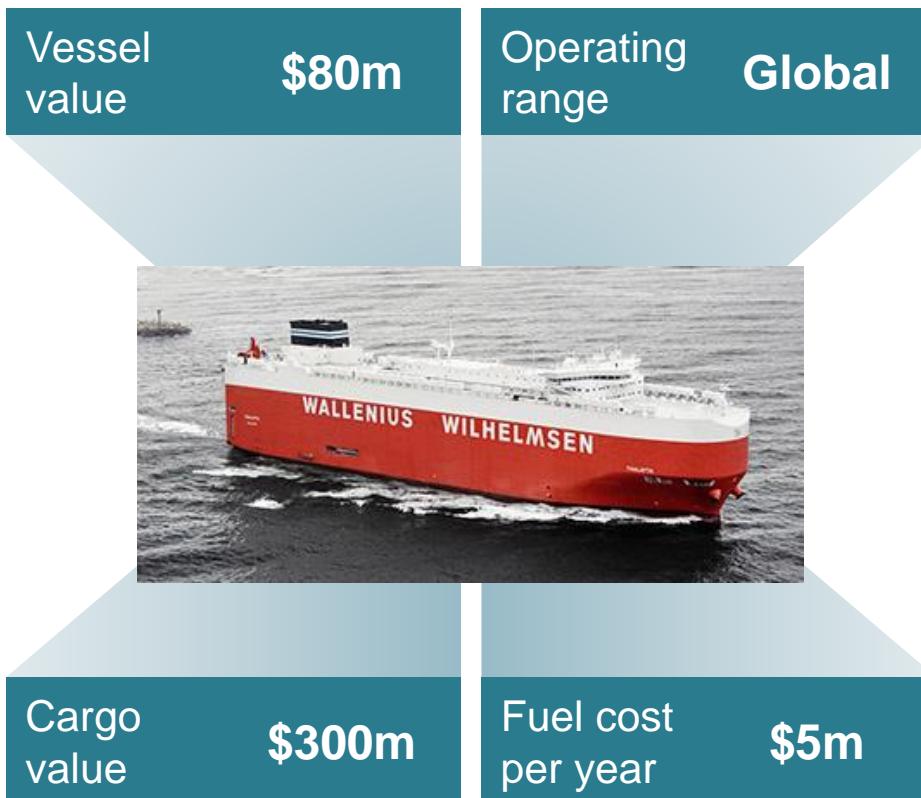


# Digitalization happens at multiple layers in the organisation

Area of impact	Generic examples of impact	Examples of current efforts
 Digital Product / Service	<ul style="list-style-type: none"><li>○ Applications, software solutions</li><li>○ Services delivered through APIs, eg weather routing</li><li>○ Services delivered, eg Uber Freight</li></ul>	
 Digital Business Models	<ul style="list-style-type: none"><li>○ X as a service</li><li>○ Transaction/consumption based vs fixed fee</li></ul>	
 Digital Customer Relationship	<ul style="list-style-type: none"><li>○ Digital distribution models, eg Amazon</li><li>○ Customer interaction portals</li><li>○ Customer analytics, eg targeted marketing</li></ul>	
 Digital Processes	<ul style="list-style-type: none"><li>○ Automation through systems</li><li>○ Robotics process automation</li><li>○ Additive manufacturing</li></ul>	
 Data analytics	<ul style="list-style-type: none"><li>○ Data insight, data driven decisions</li><li>○ Machine learning / AI</li></ul>	
 Data platforms	<ul style="list-style-type: none"><li>○ Cloud based storage and computation</li><li>○ Scalability</li></ul>	
 Data capture & generation	<ul style="list-style-type: none"><li>○ IOT &amp; sensors</li><li>○ Communication</li></ul>	

# Today, the follow-up of our \$80m “factories” are limited to daily emails...

**OUR FACTORIES: \$80M VESSELS WITH \$5M ANNUAL FUEL SPEND...**



**...ARE BEING FOLLOWED-UP THROUGH DAILY EMAILS**

Sea Passage (Noon)			
Email Reports			
Particulars			
Vessel	New Data	Last Data	Validation Message
Date & Time (UTC)	2018-09-03 19:00	2018-09-02 19:00	yyyy-MM-dd HH:mm
Date & Time (LT)	2018-09-03 12:00	2018-09-02 12:00	
Charterer	WWL	WWL	
Voyage No	UD830	UD830	XXXX or XXXXXX or X.YY
Departure Port	[USTIW] Tacoma		
Arrival Port	[JPHIC] Hitachinaka		
Name of Persons Approving Data		First Name	Last Name
Master	Raymond	Lobo	
Chief Engineer	Porus	Variava	
Time since Last Report:	24.00	hours	
Local Time Difference	-07:00	hours	

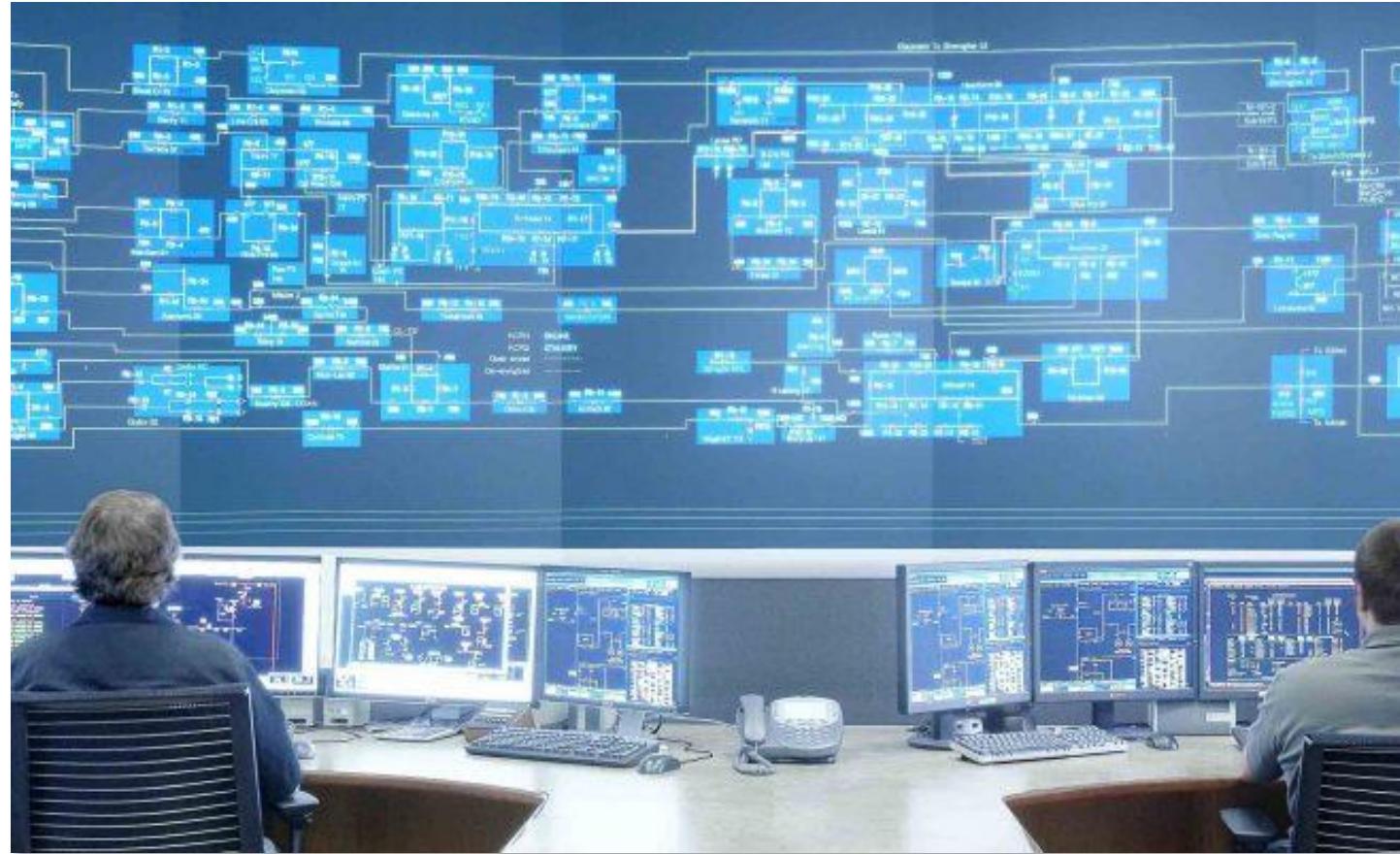
**Measurement of energy efficiency and other KPIs are limited to daily emails**

- Crew reading instrument values and inserting values manually

**Emails are processed through various systems, making data inaccessible**

- Follow-up is tedious and hard to carry out in a consistent manner

...while on land, factories are monitored through thousands of sensors made available real-time in one single place



Real-time access to thousands of sensors



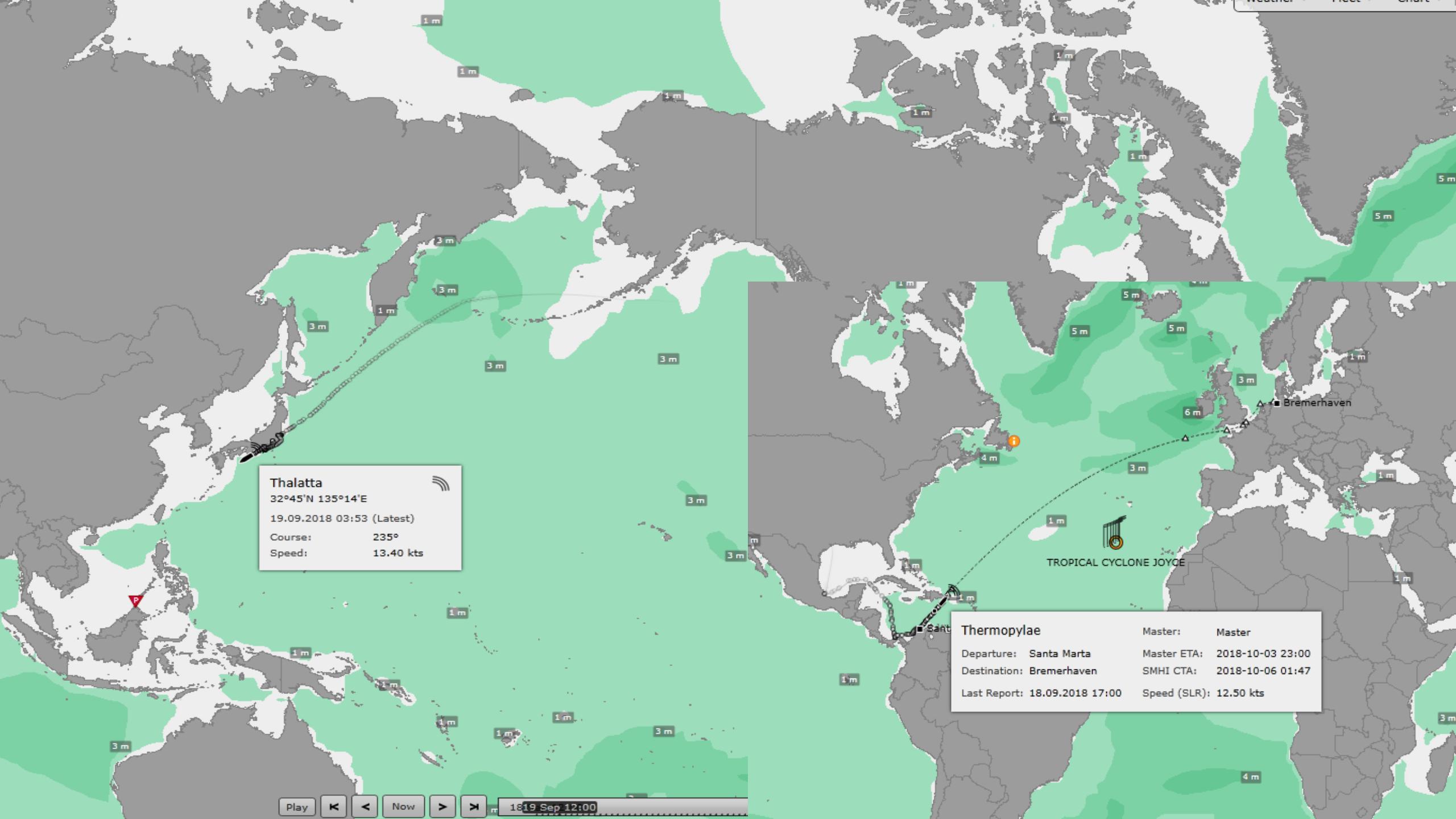
Transparent information for all parties



Focus on exceptions



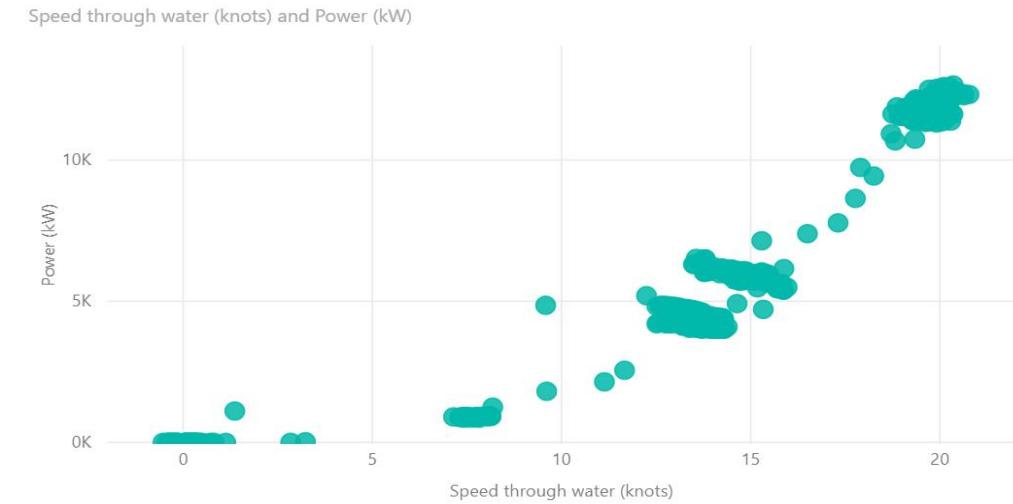
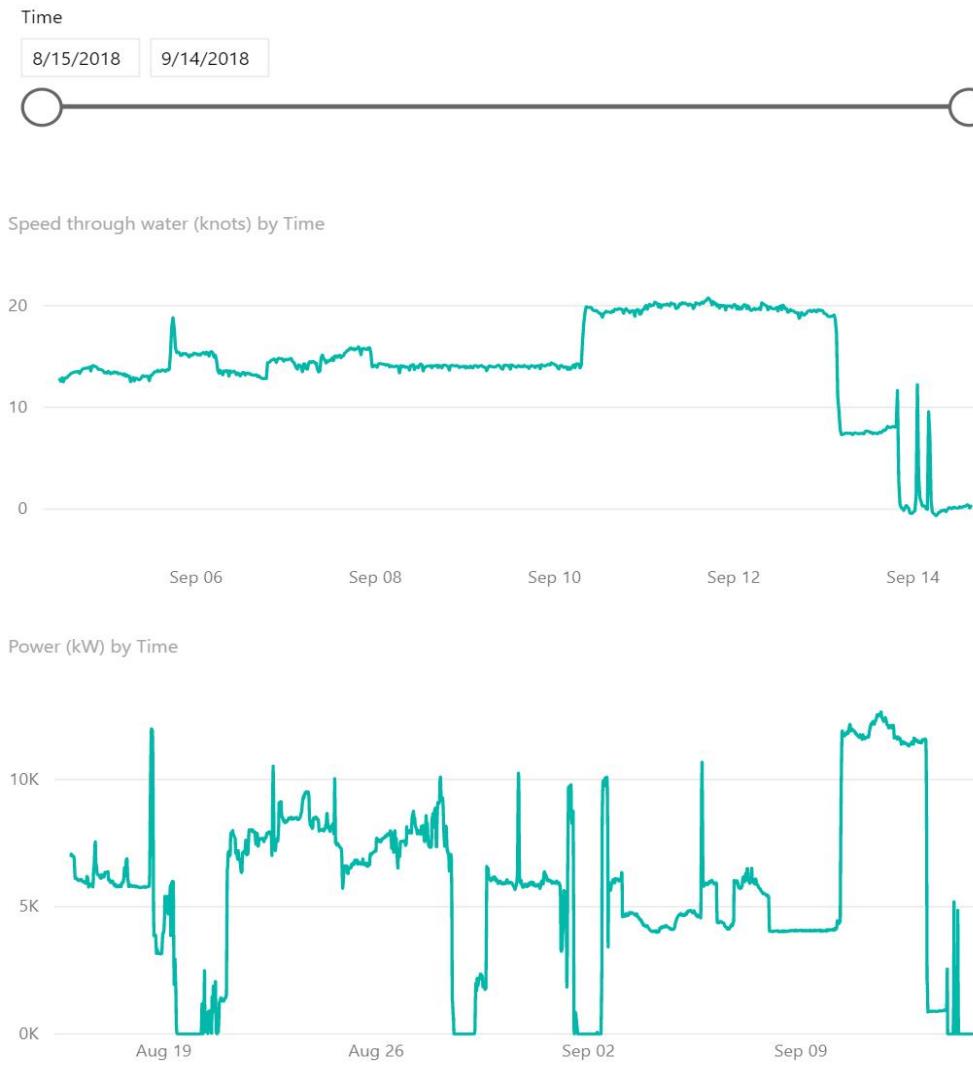
Improved analysis and decision making



# Real time data is now streaming from the vessels, allowing for a much better understanding of actual performance

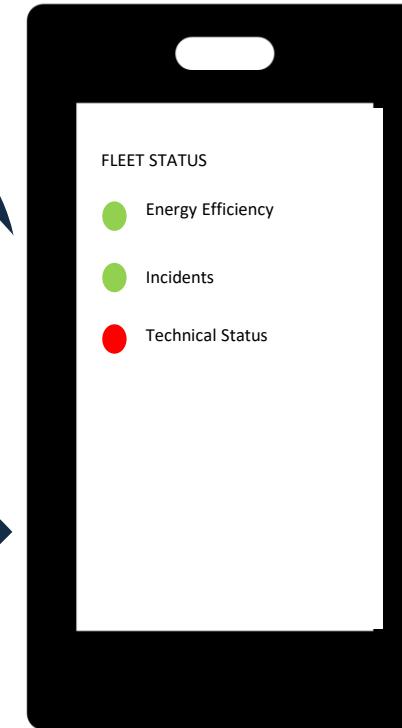
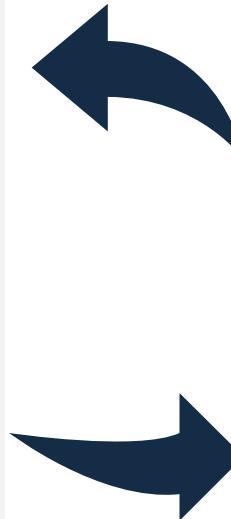


# Improved data analytics allows for better optimisation of assets and operations



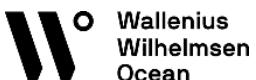
# Digital support centre as a physical location, but also available where required

- Current data capture is first step towards realizing Digital Control Room

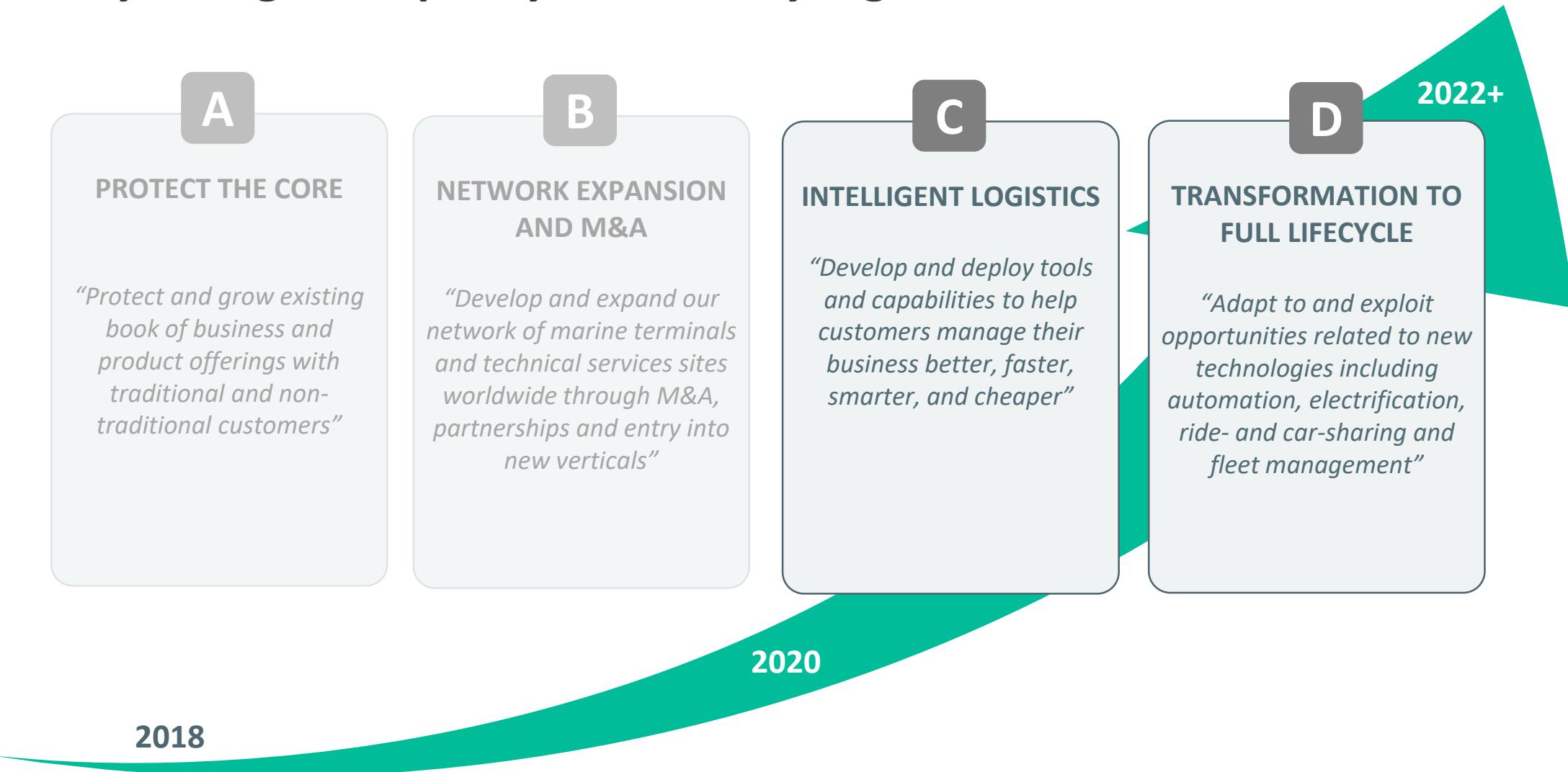


- The data is now live and accessible through one common data platform
- This enables us to generate analytics, to gain more insight in our operation and exploit opportunities to improve
- We will mainly focus on areas with cost saving potential, such as energy efficiency, but these are all building blocks in our desired end state – the digital control room

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# WW Solutions ambition is to significantly grow earnings by transforming to full life cycle logistics, partly enabled by digitalization



# Syngin Technology marks our first entry into Full Life Cycle Logistics

**"The future of logistics lies in combining digital services, physical assets and a deep understanding of logistics flows. With Syngin we boost our digital capabilities, setting us up to better support the changes we see in our customers' needs for the future"**

*Craig Jasienski, President and CEO Wallenius Wilhelmsen group*



**"I am thrilled about the acquisition of Syngin. In late 2017 we announced an ambitious strategy to offer "Full Life Cycle Logistics" services and now six months in we have made our first acquisition in this space. The joint capabilities of WW Solutions and Syngin represent a unique opportunity for growth both before and after the vehicle's first point of sale"**

*Ray Fitzgerald, EVP and COO of Wallenius Wilhelmsen Solutions*

## Syngin Technology in brief

**Syngin Technology is a leading provider of automated logistics solutions that leverages digital marketplaces to connect fleet owners and vehicle remarketers with transportation providers, repair centers and auction houses**

**Syngin Technology provides complete inventory management, transportation, and remarketing solutions to ensure a timely and cost-effective movement from the time a vehicle is located until it's sold**

# What we do: Innovate by resolving Client Needs, and empowering vendor networks



## WORKFLOW SOLUTIONS

Digital workflow solutions that integrate **supply side and demand side processes and services**



## BUSINESS INNOVATION

Empower Value Creation by connecting **data, companies, solutions** and **ideas** across multiple **industry ecosystems**

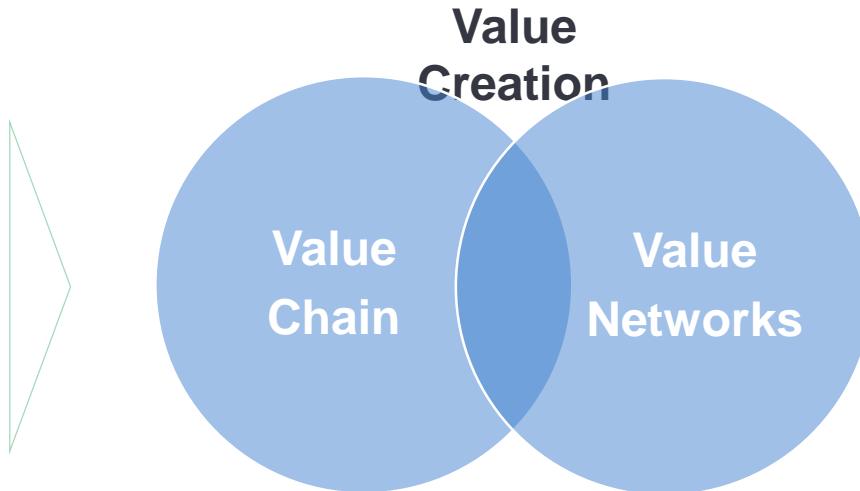


## B2B MARKETPLACE

Connect **extended ecosystems** with B2B solutions for Value Creation

## Syngin's Unique Selling Proposition is creating value and competitive advantage through Operator enabled Solutions

We enable operators through marketplaces, which we integrate into our clients' workflow and opens doors into the workflow of entirely new ecosystems



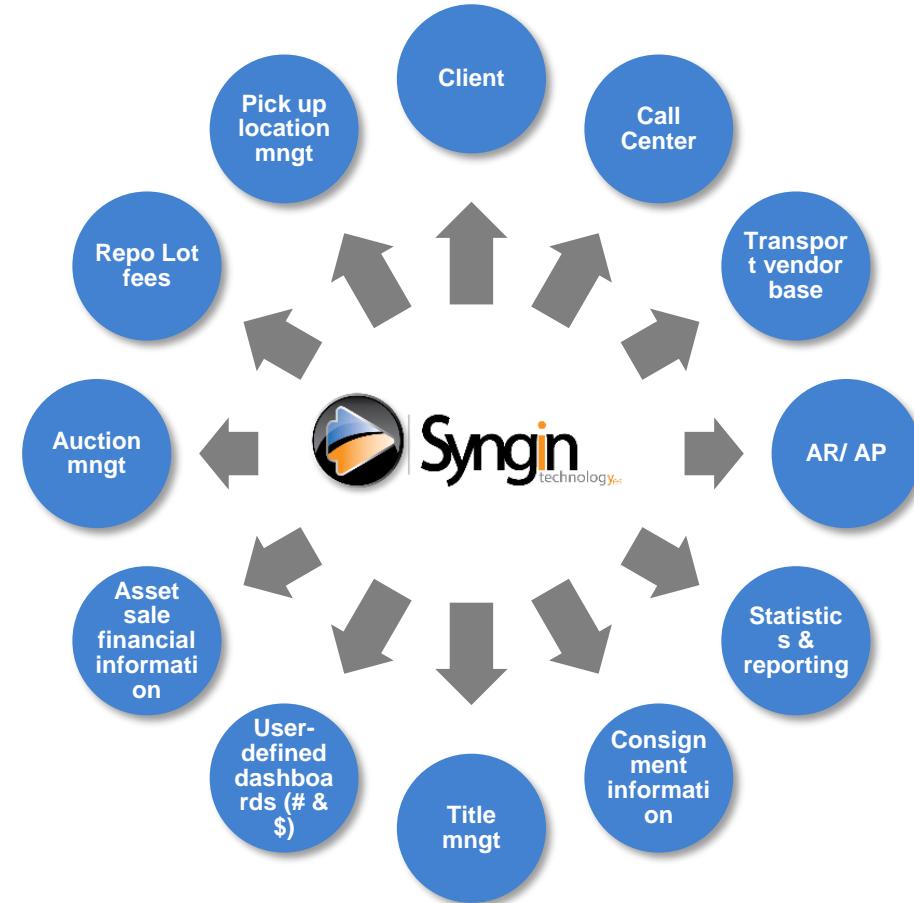
## Core Business Process



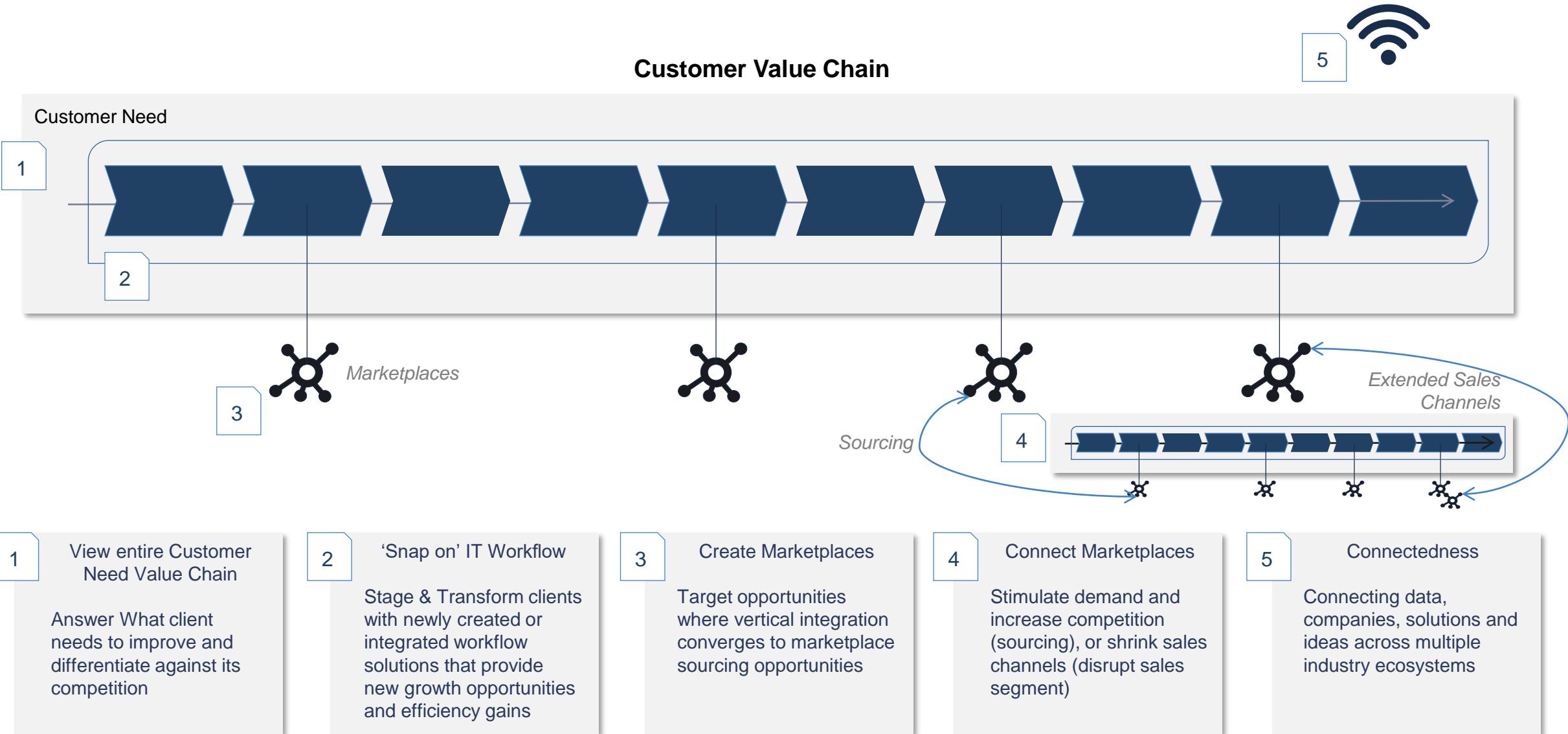
# How we do it: Connectivity between data, funds, vendors, clients and their collective work processes

## Syngin Technology's trademark is its Unique Workflow

- Real-time, non-linear, multidimensional integration of applications
- Clients, vendors and operational staff perspectives, roles and permissions
- Distinct workflows for assets, information, titles, and funds
- Web enabled cloud-based technology
- Unlimited scalability
- Integrates all supply chain elements and users



# Syngin's opportunity and growth business model



# Questions?