Geared to growth
DFDS

SERTICA

Geared to growth

DFDS has a clear strategy: Growth. And because they operate no less than 38 ships, a series of port terminals and Denmark's largest hotel on water, technical operation is no trivial matter. In 2009, DFDS was faced with the challenge of selecting a system which could contribute most effectively to realising and supporting an ambitious growth strategy.

Kasper Moos, VP Technical Organisation says: "*In order to support our growth strategy, which included both rationalisation, organic growth and acquisitions, we needed one system which could become the future platform in several areas*". At the time, the business had four different systems for system maintenance (PMS) which were distributed throughout the fleet and the shore-based operations - the goal for the new system was to unify the four existing systems into one new, fifth system.

DFDS chose Sertica - the system with the most powerful technology for data exchange between ship and shore.

The challenge: Growth and optimisation

The project was intended to be a kick-start for a larger data cleansing and in order to be able to focus optimally in the choice of the system, DFDS prioritised their needs and requirements at the start of the process: *"We opted to cut to the chase and find the best and most powerful system for PMS with a rock steady motor for data exchange between ship and shore. We knew that this kind of system would be the perfect foundation for supporting our ambitious plans for optimisation and growth and that was the reason why we chose Sertica,"* says Kasper Moos.

Jakob Steffensen, Project Manager, adds: *"All our ships are connected to the Internet and are in principle online all the*

"We have an ambitious growth strategy in DFDS and we can implement this in practice with the tools that we have. Sertica is definitely a very important piece of the puzzle."

Kasper Moos, VP Technical Organisation

time. But in practice we found that there can be short fallouts, as well as slow connections and other problems, which arise as a result of sailing 100 nautical miles from land. We CANNOT be dependant on a 100% online connection."

In the past, DFDS had four different systems, each of which had a replication engine for data exchange. Sertica runs on just one engine which is stable and works - all the time. This is the primary reason that Sertica is very succesful across the entire organisation. Sertica consequently minimises unnecessary downtime, which is a significant advantage.

Jakob Steffensen elaborates: *"What is ingenious about Sertica is that it is designed specifically to function on an unstable network connection. It has saved us a lot of worries. Our crews are very happy with the system. They no longer need the hassle of data transfers because now they happen automatically in practice."*

Another, and very important parameter for DFDS is user-friendliness. Programs on board ships must be simple and easy to use, so that downtime is minimized : *"There are more than 10 different software systems which the crew use every day and it goes without saying that the more user-friendly the systems are, the more efficiency we get out of the systems and the easier it is to fulfill regulatory requirements"*, says Thomas Mørk, Director of Marine Standards in DFDS.

## Technical department - a cost center

The technical department of a shipping company is a necessity. However, it is often difficult to associate it with anything other than costs. Sertica helps to localize problems, increase productivity and improve methods, thereby reducing costs: *"In reality, our department is a cost-center. We are actually only a cost and there is thus only one parameter for improvement, and that is in optimization. Sertica runs our optimization and transformation project from a data perspective."*

"We have discovered from personal experience that measuring generates results", says Kasper Moos, and the rest of the team add: *"Sertica is our data repository. Sertica is the tool that we use to collect data and exchange it to and from shore. For example, we use the Dashboard in Sertica, a sort of dynamic bulletin board on the ship,"* they explain.

"The Dashboard can be a source for problem searching and in this way it can form the basis for yet another revamp," says Kasper Moos. *"It is all about optimization!"*
Thomas Mørk adds: *"We are always thinking about how we balance what is necessary in relation to the authorities against what we CAN achieve with the right ideas and systems. In this way we achieve a lot more than 'just' a classification and approval, we achieve genuine improvements, optimization and thereby savings."*

"In addition to the fact we have Sertica on all of our ships, we also have an agreement with Logimatic which means that we can install a 'Sertica Light' on all the ships that we have in a
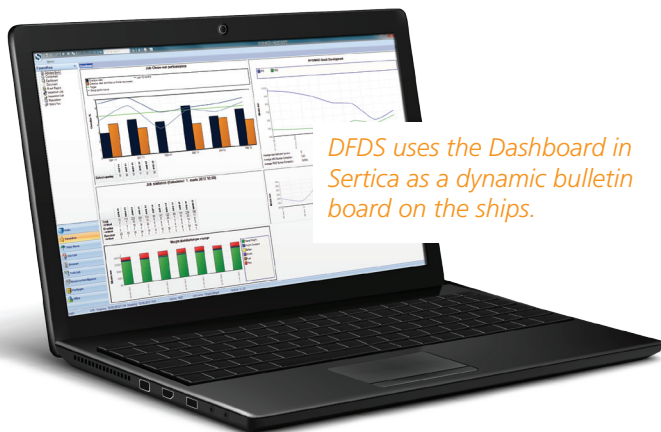
DFDS uses the Dashboard in Sertica as a dynamic bulletin board on the ships.

time charter," explains project manager Jakob Steffensen. *"It is a major advantage for us as a technical department, that we have the possibility to do this, it is hugely efficient that all ships run on the same platform. With Sertica on all the ships we have the chance to run our benchmarking and optimization across the fleet."*

"The experiences that we have with our own ships can be used directly on the time-chartered ships and also run things like our bunker savings on these ships."

Sertica has become a tool in DFDS' continuing search for improvements and DFDS has ideas for projects in abundance: It is all about optimization.

Supplier or partner

DFDS found it essential to find a supplier who could supply both the system as well as the customizations that DFDS had identified: *"Logimatic is well known in the field and has always been a reliable and stable supplier,"* says Jakob Steffensen, adding: *"We rely on Logimatic. They are a valuable partner for us and they are not afraid to tell us if we are heading in the wrong direction."* Thomas Mørk, who is in charge of Marine Standards in DFDS adds: *"We have tasks for Logimatic for many years to come."*

The collaboration with Logimatic has been and still is a mutual success. *"We believe in entering into an extended collaboration with our suppliers,"* Kasper Moos explains. *"If I have to point to one thing that we would like as an improvement from Logimatic, it would be for them to allocate even more of their competent staff to DFDS. But apparently Logimatic have other customers too!"* says Thomas Mørk with a smile.
DFDS regards and treats Logimatic almost as an internal department of their own company. They have built up a close relationship and an open environment for coaching and counseling is a normal part of daily life.

DFDS provides good ideas and requirements from the business and Logimatic provides strong technical competencies and experience from other projects. The requirements of Logimatic are still clear - to deliver within the budget limit - and on time.

The future with Sertica

The next step in the collaboration is 'Sertica Next Level' as DFDS calls it - and Jakob Steffensen says that the entire platform and the standard are in place in Sertica with regard to DFDS.

"This is where the fun begins," he says, referring to DFDS' large-scale plans for the development of Sertica in relation to the other projects that DFDS has on the drawing board. Additional capabilities for the management of activities, incidents, certificates and knowledge-sharing across the fleet are some of the development projects that are already underway. *"Sertica is our platform for information sharing on the ships,"* says Kasper Moos. *"If one were to sum up the project 'Sertica in DFDS', then the conclusion would be that we are now geared to growth! It is as simple as that,"* says Kasper Moos.

"We have an ambitious growth strategy in DFDS and we can implement this in practice with the tools that we have. Sertica is definitely a very important piece of the puzzle," concludes Kasper Moos.

DFDS and the new growth strategy

DFDS' strategy builds on four cornerstones: The building of a European shipping and land transport network, focus on supply of integrated value-creating solutions for freight customers and passengers, secure volumes for route networks with the aid of efficient land transport and access to strategically located harbours and finally a constant focus on quality and efficiency of operations.

The final cornerstone will be rendered operational by means of the standardisation of processes in the company and increased opportunities for scaling of the same processes - including IT, supply chains, technical maintenance and shared service functions.

In 2007 DFDS appointed a new management and a new growth strategy was launched. After a period of preparation for growth, DFDS achieved its strategic aims and ambitions by signing a contract with AP Møller-Mærsk to take over their shipping and logistics company Norfolkline at the end of 2009.

The takeover was completed in July 2010, making DFDS the leading integrated shipping and logistics company in Northern Europe, with a network of 25 routes and 55 ships in the Baltic Sea, North Sea and the English Channel.

About Sertica

Sertica is the new name for the user-friendly IT solution for maintenance, purchasing and fleet management from Logimatic.

Sertica is the market's best solution for the technical department - it builds on a series of functional models, all built on the same database and with the same high standards of efficiency, stability and user-friendliness. A powerful solution with great flexibility and a high service level makes Sertica the best choice.

Sertica streamlines planning and management of both the daily maintenance tasks like purchasing and a lot more. Sertica also provides an overview of the entire fleet directly from the office. Sertica provides optimal information flow between ship and shore and ensures that data is administered simply and efficiently in one location for the entire fleet. The solution is tailor-made for the whole maritime field.

References

Sertica is the latest and now the 5th generation of the system, but as a solution/concept, Sertica has been on the Danish market for almost 20 years. The basic concept has been thoroughly tested by many different customers/shipping firms. We thus have more than 100 customers today who use the same basic concept. This shows that the solution is very flexible and can solve many situations and problem issues.

Sertica is particularly well suited to shipping companies and has been used by well-established companies worldwide for the last 15 years. All large and small shipping companies who need to plan and manage their maintenance and purchasing activities can use Sertica to their advantage.
Our many references include shipping companies all over the world, including the following:

- A2SEA
- Clipper
- Dania Marine
- Dannebrog Rederi A/S
- DBB Jack-up Services A/S
- DFDS
- Diamond Ship Management
- Erria A/S
- Estimar
- Fjordline
- Færgen
- Gasnaval

- Gozo Channel
- J. Lauritzen
- Jutha Marine
- Molslinien
- O.W. Tankers
- Rhode Nilesen
- Segmar
- Strait Shipping
- Suisat
- Svitzer
- TORM
- trans-Mar-supply

About Logimatic

Logimatic is an international engineering and IT company supplying software, automation and consultation to a broad spectrum of customers. We develop, sell, implement and support our own IT solutions and have done so for more than 25 years.

The products are in fields such as: Maintenance systems for all kinds of businesses, fleet management systems for the maritime sector, warehouse management systems, waste administration systems, automation for maritime, off-shore, clean tech and industrial sectors

as well as photo documentation and digital deficiency lists for the construction industry.

Sertica (previously LOGIHOLD) is Logimatic's user-optimised maintenance system, which is easy to implement and easy for everyone in the organization to use. You can find more information here:

www.sertica.com