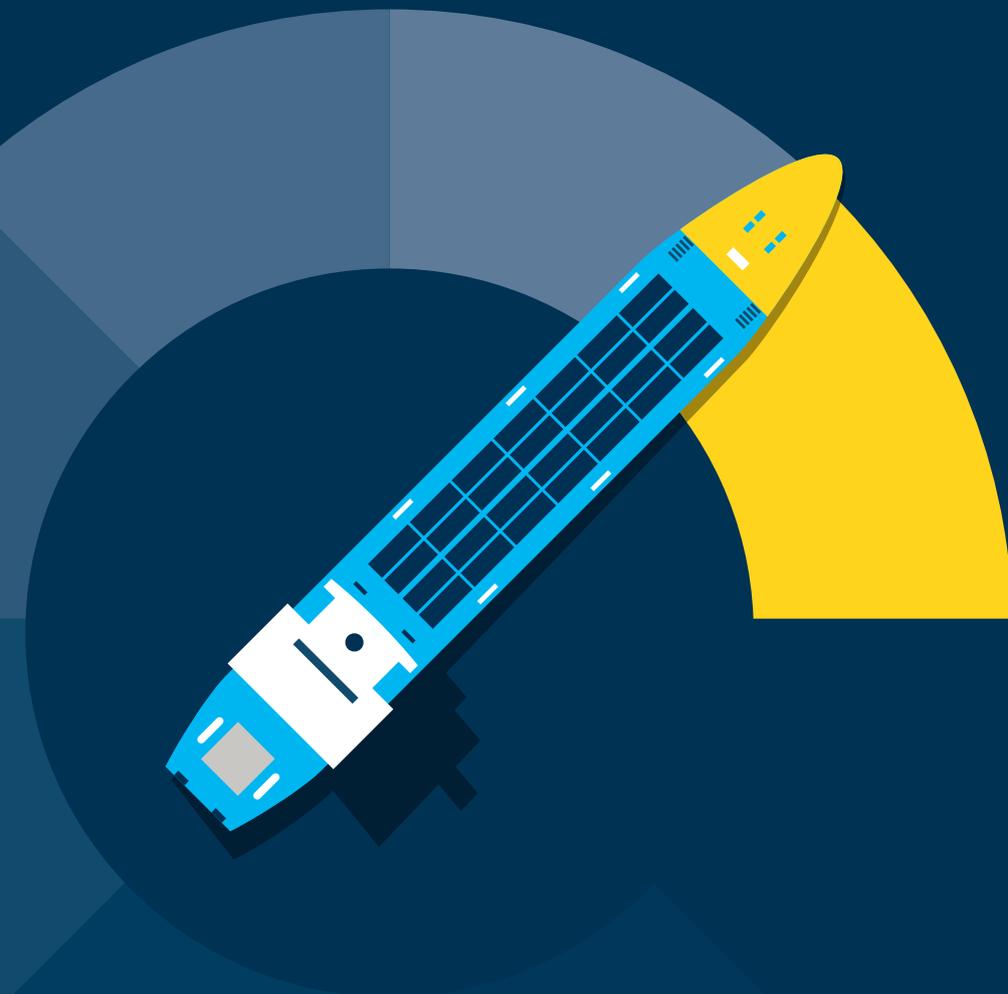


ANALYTICS & DASHBOARDS

7 Most Efficient Analytics Reports
for Enhancing Performance in
Maritime Businesses





Analytics Reports: **Adding Value to an Organization**

The volume of data is exploding and places heavy demands on shipping companies to navigate in the data sets to identify the right data. A positive data circle between the daily users, the analysts, and the management is the first step towards identifying the correct data. Through this communication, data becomes visible and valuable to the entire organization.

Pretty dashboards with loads of interesting data are useless, if the organization does not create a joint process to figure out, which data can improve the business and how. It all starts by defining which challenges or current internal processes to focus on. First then, the organization can select the right set of data. By knowing which data is available and questioning how it can move the business, strong value can be extracted from the data.

The insights that data provides are effective instruments to enhance the overall performance. The use of Analytics and Dashboards will facilitate the entire process from data identification to data presentation.

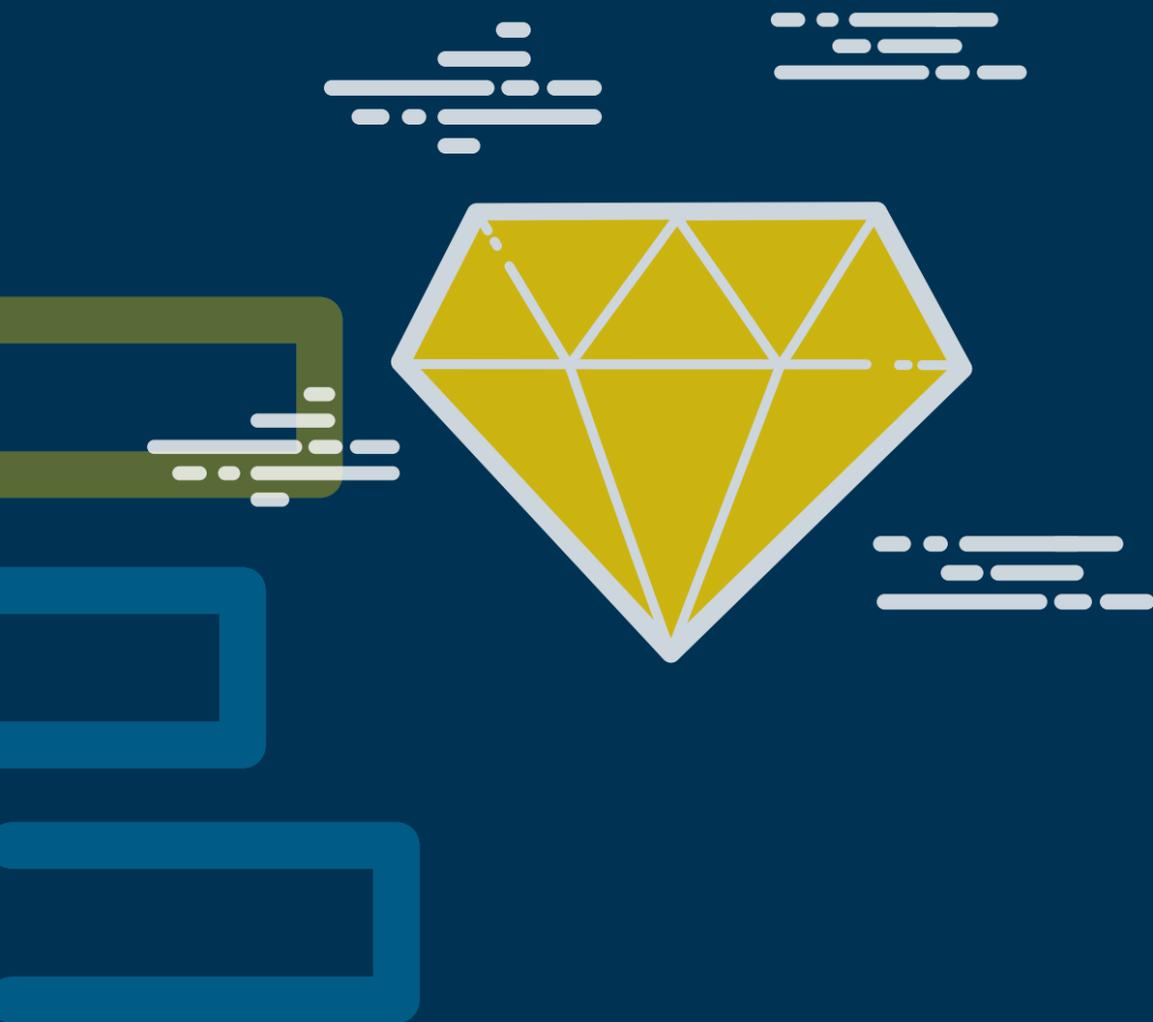
Outline of the contents

This paper outlines a three-step approach for processing large volumes of data to enhance performance:

1. Identify relevant data
2. Visualize and present data
3. Use data for business insights

This paper further provides insights to the 7 most efficient reports for enhancing performance in maritime businesses.





1

Find the way through the data piles: Identification of data gems

When it comes to data, it is rarely a matter of the data volume but rather to be able to extract the right data from the data sets. This raises the question of how the gems can be identified. However, in order to be able to find the right data, data integrity is vital. The term refers to ensuring that the data is accurate and reliable as it must be structured in a way that makes it suitable for use. If the data is incorrect, it will provide misleading insights which consequently could lead to unsuitable or false business decisions. This highlights the relevance of data cleaning, as the process of sorting data to discard or correct inaccurate or unnecessary data. The use of an Analytics platform can make data

extraction easier, as it enables the user to select the desired data. While not only letting the user select data for use, it also allows the user to select data for monitoring or cleaning. For instance by requesting the platform to show all purchase orders in which a certain field is not filled out. With a search function for finding the right data and provided filters for specifying and restricting the data (for instance selecting a time period), Analytics facilitates the process of data extraction. It then becomes up to the user to determine the purpose of the extraction by asking: "What do I need to know?" For pointers on what type of data to extract, see page 7-8 for examples of Analytics reports.

The art of visualization: Data presentation with dashboard as canvas

Once constructed, the data benefits from a touch up in order to become more appetizing and digestible. However, while it can be tempting to focus on the layout, it is an advantage to initiate the visualization by focusing on the purpose. In line with the question from the first step, it is relevant to ask what the data needs to show and let it guide how data is presented.

When the purpose is identified, the idea is to reduce data, so the dashboard only shows the data that is relevant for the purpose. Excluding unnecessary data makes it easier for the audience to identify the purpose of the data and use it correctly. It is therefore vital to consider the audi-

ence of the presentation to make the audience get the most out of it. This can be done by setting it up in a dashboard where color can be used to indicate the focus or create patterns for instance through color coding which implies that each color is symbolizing something specific. Dashboards can further be used when more people compose the audience. Here, the focus point for each person can be marked by a color – for instance which activities that are relevant for whom. In SERTICA's Dynamic Dashboard, filters can be applied to enable that several people can use the same Dashboard, as it allows for some activities only to be shown to those for whom they are relevant.





Explore Trends
Get New Insights
Predict and Forecast
Facilitate Changes
Improve Maintenance

3

Don't just look at it:

Reap the benefits of the data by using it

After the identification and visualization, the data is well equipped for usage. Rather than just looking at it, it is important to continuously work with the data in order to use it to the full. When structured correctly, the data allows the user to explore patterns and trends through which the user can gain new business insights. These can be used for predictions and forecasts (for instance planned maintenance and spare part usage), making business decisions and price negotiations among others.

This does not only incite for single uses when making a decision but also to compose an instrument to facilitate common work tasks. A tool as SERTICA Analytics will enable continuous usage of data, as the user for instance can subscribe to a report to receive it once a week to always be updated on the amount of spare parts left. Hereby, the data can automate job tasks and assist the user in making informed decisions without having to extract the data manually again.

7 Reports for enhanced performance

This list outlines the 7 most efficient Analytics reports for enhancing performance in maritime businesses. From procurement to maintenance and office to vessel, the list provides seven different reports for enhancing the performance across the entire business.

1. Job completion performance

A report on job completion performance can provide insights into whether maintenance tasks are performed on time, both for critical and non-critical equipment.

2. Breakdown statistics

With a report on breakdown statistics, it is possible to identify how the individual equipment is performing on board. This can provide insights into if certain types or manufacturers have high breakdown percentages.

3. Spare part forecast

A spare part forecast report can contribute to optimize maintenance processes. Once the expected need for spare parts has been determined based on maintenance schedules, it makes it easier to be at the forefront of purchasing spare parts

4. Procurement flow handling times

The report provides an overview of the procurement flow by showing how much time the different phases of the procurement flow take. This enables the organization to reduce bottle necks in the logistics flow.

5. Spend per supplier

A spend per supplier report provides an overview of how much money is being spend for the different suppliers. These insights can be used to determine whether the current deals with suppliers are satisfactory or used as justification for negotiating new deals with top suppliers.

6. Port state control statistics

Port state control statistics can elucidate what the average number of deficiencies per vessel is for Port State Control and compared to other inspections and audits for insights as incident patterns into the individual vessel.

7. Incident statistics

By providing insight into how many incidents and near misses happen across the fleet and per vessel, it can be determined what the severities are and contribute to prevent future incidents.



Logimatic is a Danish software and engineering company established in 1987. The company has more than 30 years of experience in the maritime industry and provides software solutions for shipping companies all over the world.

With the use of the fleet management solution SERTICA, Logimatic assists maritime business in optimizing internal processes in maintenance, procurement and HSQE. SERTICA is developed by Logimatic in cooperation with leading shipping companies around the world and is used onboard more than 1.200 ships and has more than 10.000 users.



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