HOW WILL E-NAVIGATION AFFECT THE LIFE OF THE MARINER, SERVICE PROVIDER AND EQUIPMENT MANUFACTURER?
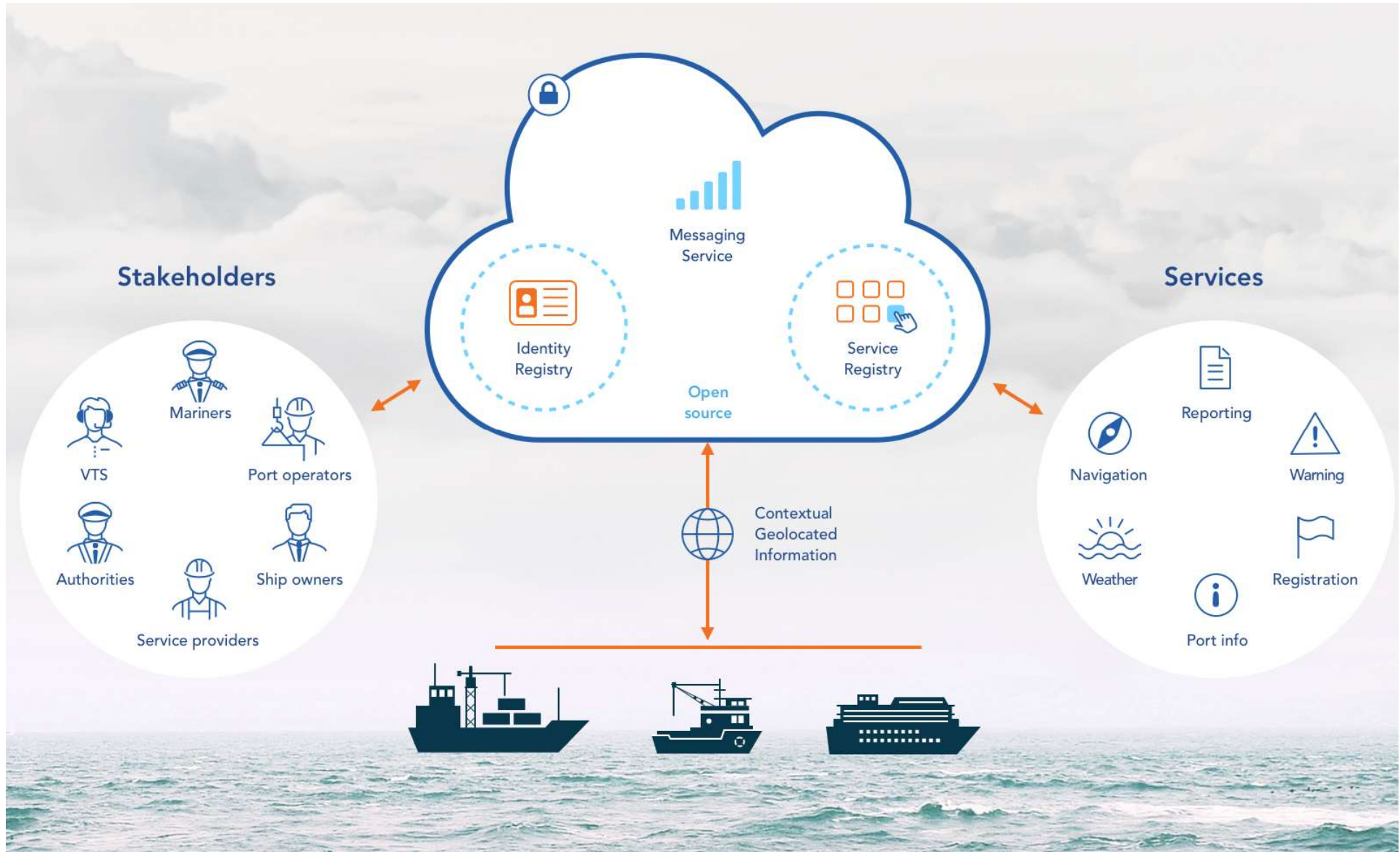
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The Maritime Cloud
(Identity and service portfolio management & roaming)

Value Proposition: versus

- **Identity Management**
  - Roles, permissions and trust chain
  - We need to be able to trust the information source
  - The source of Information *must* control who gets it

- **Georeferenced Service Discovery**
  - I am located here, and have these permissions
  - Pull - Which services are available to me?

- **Roaming management and Geocasting**
  - Mobile platforms so data must be routed dynamically
  - Push – You must see this Navigational Warning?

- **Maritime Messaging Service**
  - addressed text messaging
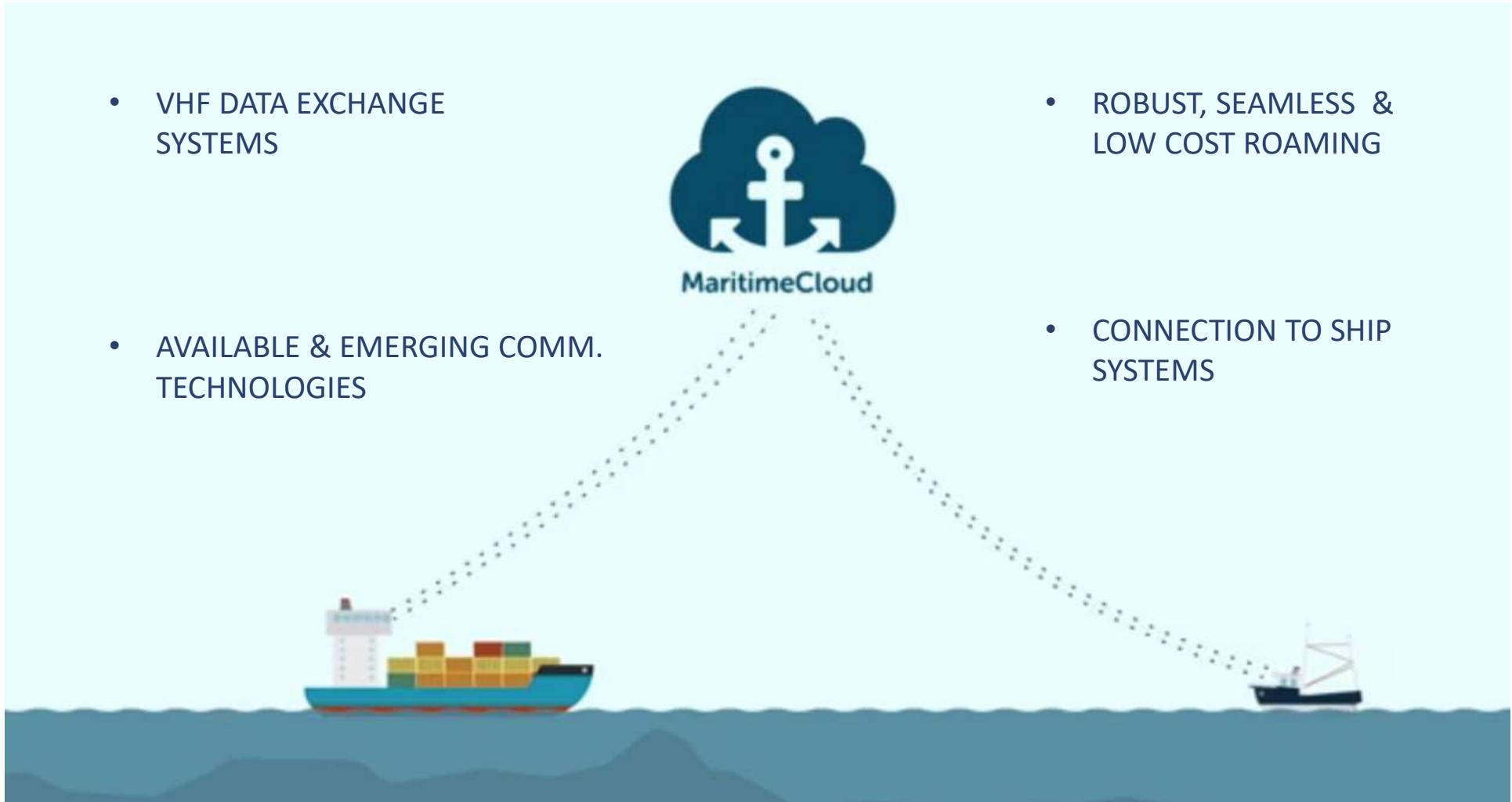
The Connectivity Glue

- VHF DATA EXCHANGE SYSTEMS

- AVAILABLE & EMERGING COMM. TECHNOLOGIES

MaritimeCloud

- ROBUST, SEAMLESS & LOW COST ROAMING

- CONNECTION TO SHIP SYSTEMS

The Marketplace – is a bonus
Connectivity enables all types of services

Connectivity
Connectivity has transformed our lifes

Mariners Perspective (today)

- Administrative burdens is taking focus from navigation

- We are at the mercy of the equipment providers (vendor lock-in)

- Interoperability of systems is a street in Siberia so we must handle multiple screens and panels to do our work

- The engineers who designed our old systems forgot the human factors

Mariners Perspective (tomorrow)

- All the information we need is readily available
  at our fingertips and we do not get information overload

- We can buy equipment from anyone and be sure
  it will connect and talk to other systems

- Our Maritime AppStore has all the Service Apps
  you could dream of – and they are not expensive

- We have a multitude of decision support tools available
  helping us to navigate safer and more efficiently

- All reporting is autmated through our Shipbook

Service Providers (today)

- Today we deliver Maritime Safety Information manually by voice, radio and on paper

- we must hunt each customer down one by one to get any business

- it is very much to do with who knows whom

- It takes a lot of effort to gain marked shares

Service Providers (tomorrow)

- Maritime Safety Information is now being delivered automatically directly into the navigation display and georeferenced

- Our business model has changed – we are now competing on the value proposition of our services and not our network and customer hunting capabilities

- The customer has easy access to my services via MC so if my services create good value, the customers come to me

Equipment Manufacturers (today)

- Today we build very long and lasting relationships with our customers

- We make sure they get thoroughly locked into our products

- We are the only ones who can maintain the equipment, so we charge well for maintenance

- We also spend a lot of money on developing new and innovative products

Equipment Manufacturers (tomorrow)

- Yesterdays Vendor lock-in has reduced, customers demand interoperability between systems

- The equipment hardware is more or less the same from all manufacturers, and everything must be MC compatible

- Our business model has changed – now we compete more with our software innovation and human centred design

- Most of us are now also service providers
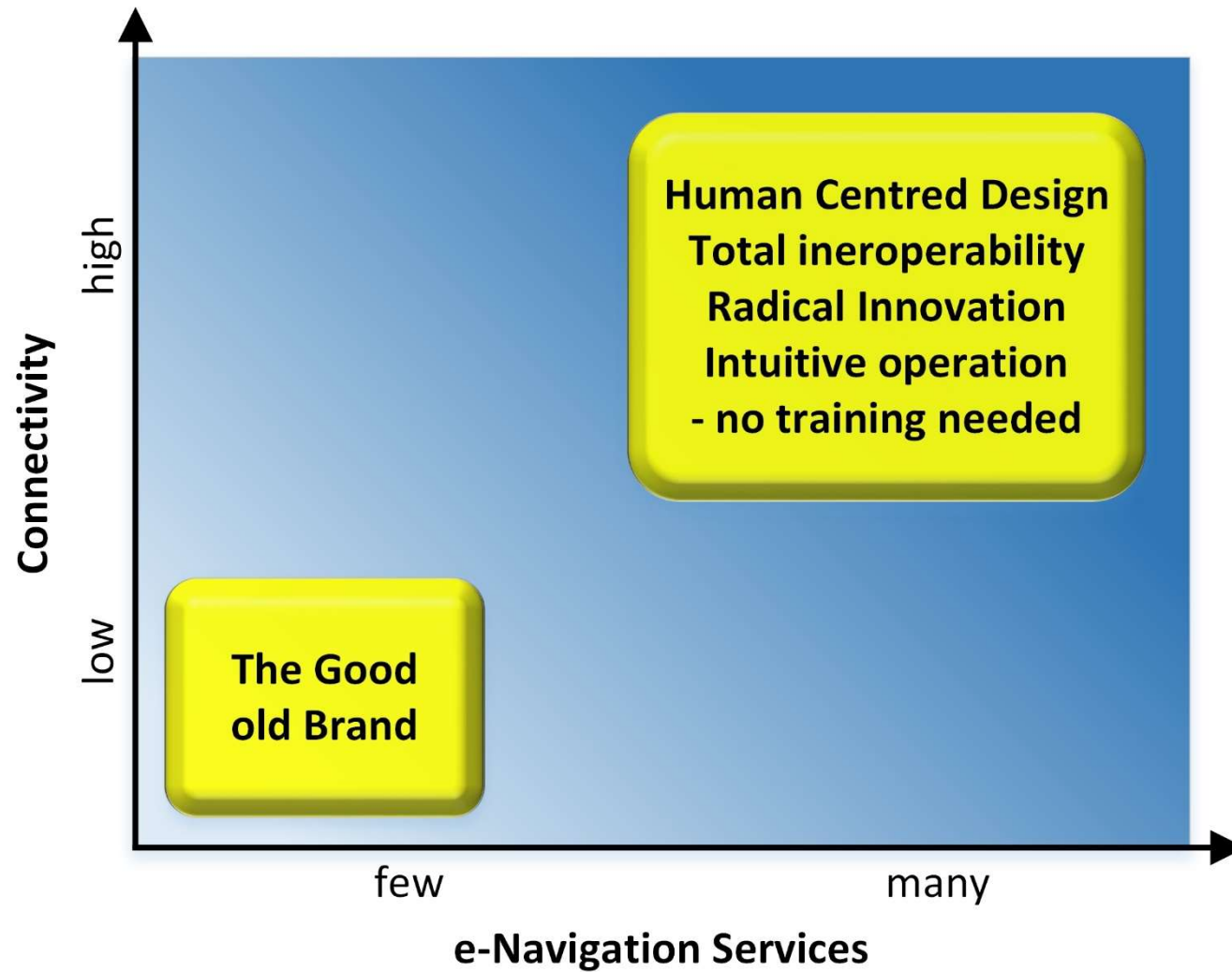
- We are still making good profit

The Competitive Landscape
for Service Providers and Equipment Manufacturers
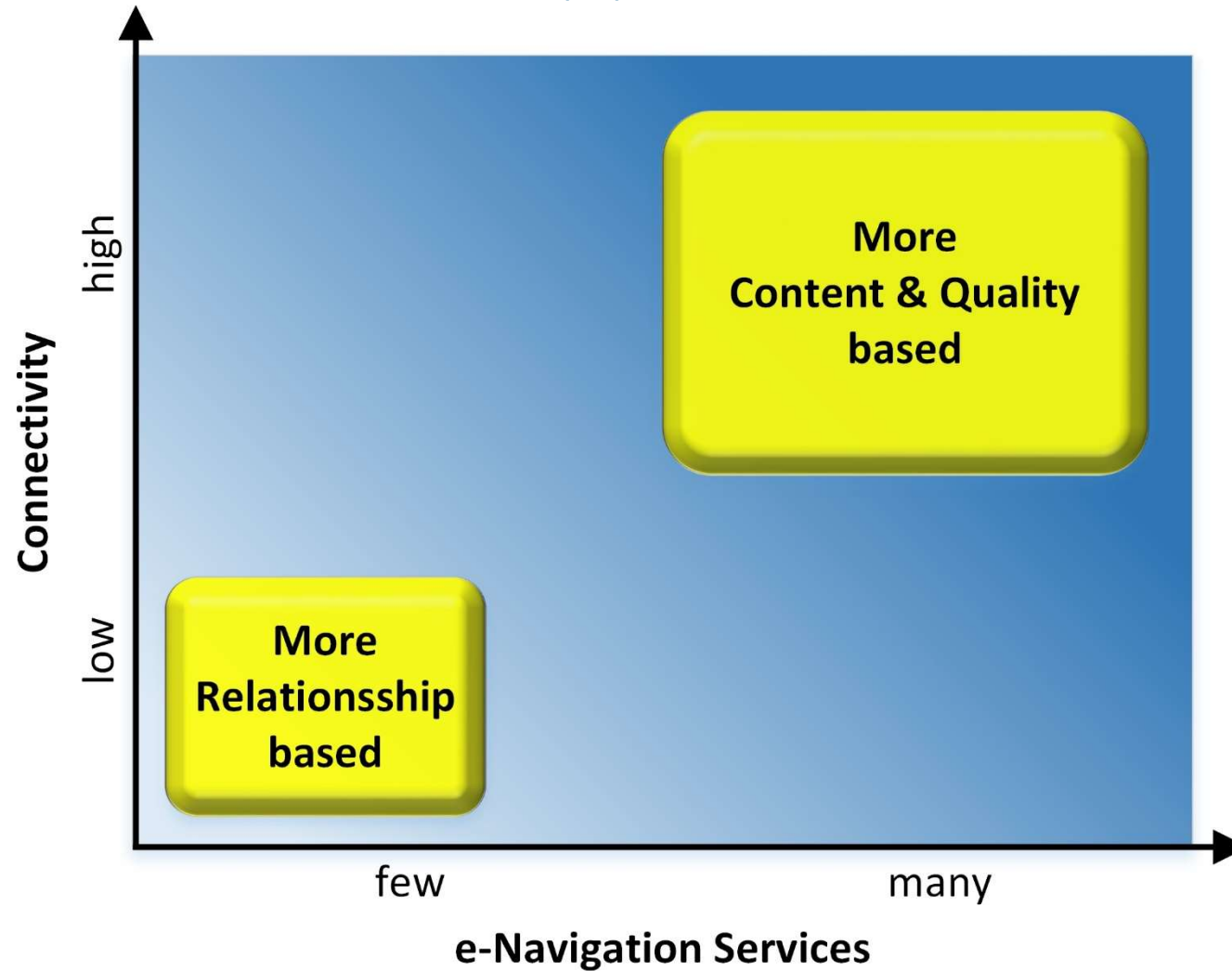
Expectation Landscape
Mariners and other users

Mariners of the future

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