



EfficienSea2 Conference:  
**GETTING CONNECTED  
TO THE FUTURE**

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# How will new standardized, digital services and The Maritime Cloud affect the industry for suppliers of navigation equipment?

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# CIRM and EfficienSea2





## CIRM...

- has existed since 1928
- is a global association of marine electronics companies
- is an NGO in Consultative Status to IMO
- has approximately 105 members
- is heavily involved in regulation & standardisation.



## CIRM's members...

- Produce marine **navigation** and **communication** equipment and systems
- include manufacturers, system integrators, and service providers
- use CIRM to keep on top of The Rules.



## Our involvement in EfficienSea2

- CIRM directly participating through the Secretariat
- CIRM also sits on the project Executive Board
- Some CIRM members are participating directly
- Other members in general have an interest in E2 developments and are kept abreast of progress.



# “Suppliers of navigation equipment”







# Who are we talking about?

- Manufacturers of navigation equipment and systems
- This presentation considers E2 from their point of view...







## The manufacturers' world

- Is one of rules and regulations
  - IMO, IEC, ITU, ISO, Type Approval, etc.
  - Staying on top of the rules is important
- The SOLAS equipment market is small and competitive
  - Brand identity and product differentiation is important
  - Fundamental is the ability to innovate; to develop features and functions beyond mandatory requirements.



# Innovation

- Innovation requires resources
- To justify R&D costs, there must be a solid business case - the market must be there
- Therefore new features/functions must bring tangible benefit/value to the user.



# The Maritime Cloud and standardized, digital services





# Maritime Cloud

- Effectively, a discovery method for standardized services related to e-navigation
- Progress of development within E2 very encouraging!
- Manufacturer feedback: the Maritime Cloud will be an effective mechanism to facilitate safe and efficient service discovery.





## Standardized end user services

- Wide range of services proposed/under development
- Includes the delivery of new/better information to the ship through shipboard navigation equipment
- Potentially bring value to the user in a number of different ways
- Manufacturer feedback: potential is there, but are the users convinced? Are the services well enough defined?



## Opportunities for the manufacturers (i)

- Develop key aspects of the e-nav service infrastructure
  - Transport of data on board and between ship/shore
  - Make data available on board in user-friendly way
- Meet customer drivers through service-based solutions:
  - Reduction of admin workload
  - Cost saving through performance monitoring/analytics
  - Better flow of information between ship/shore.



## Opportunities for the manufacturers (ii)

- Ability to provide innovative info/services at relatively quick pace - as value-add on existing equipment
  - Contrast to critical “safety-related” functionality
- Emergence of new business model? e.g. service-driven sales instead of hardware-driven
  - Physical systems as shipboard service platforms
  - Will we see a new market paradigm?





## Threats

- Unclear if users are convinced about the value of new standardized digital services
- Few services are well defined... MSPs still immature
- Are demonstrations of concepts/test-beds enough to sell the Maritime Cloud and its related services to customers?



## What is needed?

- On Maritime Cloud side, outlook is positive
- On services side... more progress on development of standardised digital services (e.g. definition of MSPs within IMO/IALA) beneficial
- More engagement with intended users of services to confirm “buy-in” / customer base.



## Closing thoughts

- We are building the foundation of an e-navigation future
- MC and services have potential to positively affect industry for suppliers of navigation equipment
- Manufacturers ready to undertake tech development
- But are users convinced about need?
- Manufacturers need assurances from users that development of the technical solutions is justified.



**Thank you**

