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:

• **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
- 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 automated 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

- More Connectivity based
- More Content & Quality based

Connectivity: low to high

e-Navigation Services: few to many
Expectation Landscape
Mariners and other users

- Human Centred Design
- Total interoperability
- Radical Innovation
- Intuitive operation
- No training needed

The Good old Brand

e-Navigation Services

Connectivity

low

high
Mariners of the future
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