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.
Standarized 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