

DIGITAL CONTAINER SHIPPING:

TAKING THE NEXT STEP TOGETHER

ANDRE SIMHA
GLOBAL CHIEF
INFORMATION
OFFICER



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sc**







PROBLEM



3 different perspectives

The background image is a photograph of a shipping yard. In the foreground, there are several yellow and red shipping containers. Two workers in orange high-visibility uniforms and red hard hats are standing in the middle ground, looking at a clipboard. The scene is reflected in a large, dark, metallic surface that occupies the upper half of the image, creating a symmetrical effect. A yellow banner with a white diagonal stripe is overlaid on the left side of the image, containing the title text.

1. CUSTOMER'S PERSPECTIVE

WHAT'S HAPPENING WITH MY CARGO?



✓ **LOCATION**
✓ **SAFE**
✓ **ON-TIME**



**Don't worry dude,
we can help. Just
send us your data
and some money.**

2. TECH SUPPLIER'S PERSPECTIVE

3. CARRIER'S PERSPECTIVE



1000s OF TRANSPORT PROVIDERS



1000s OF TERMINALS AND AUTHORITIES



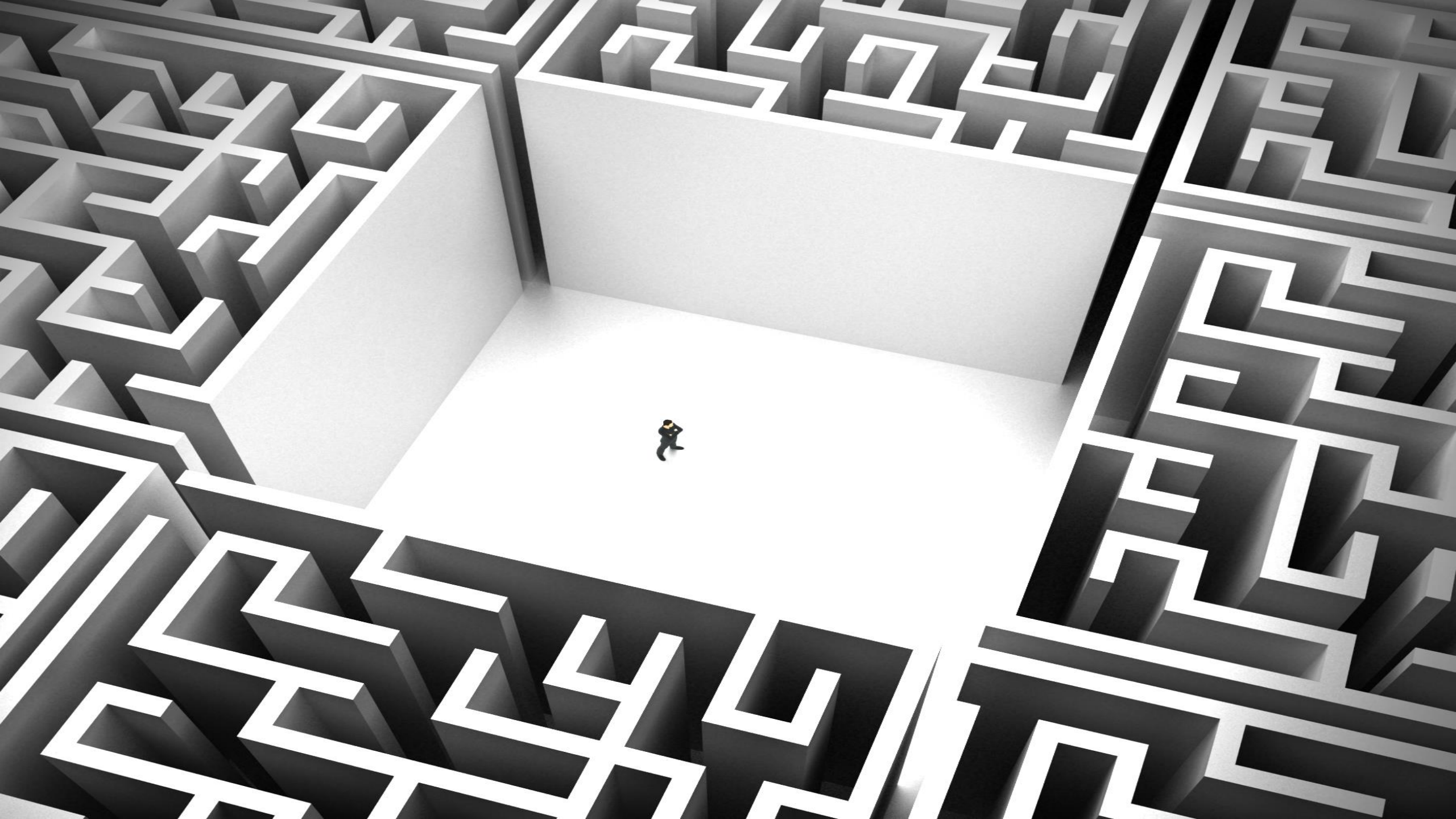


**100s OF COUNTRY-SPECIFIC
REGULATIONS**



**EACH HAS THEIR OWN
LEGACY SYSTEM**





MSC

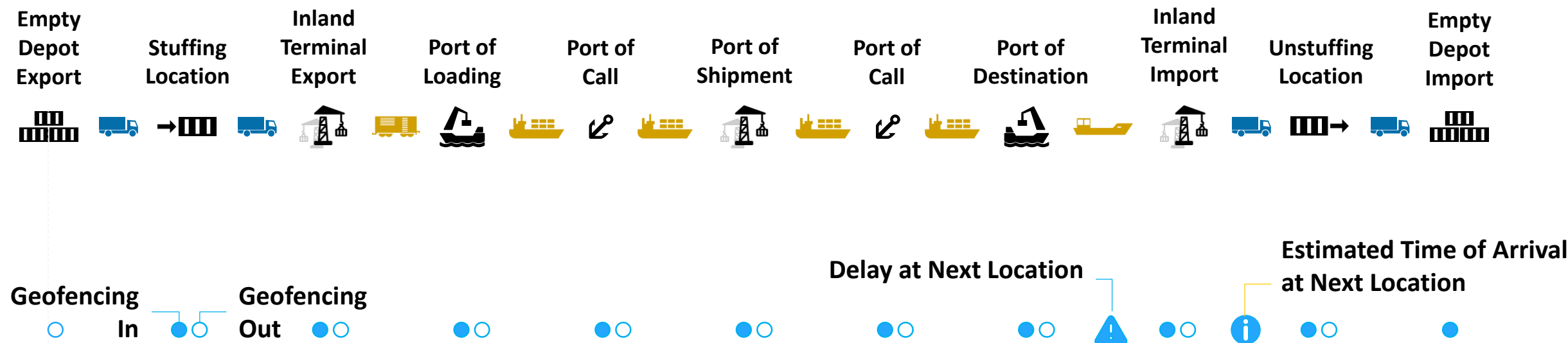
SMART CONTAINERS



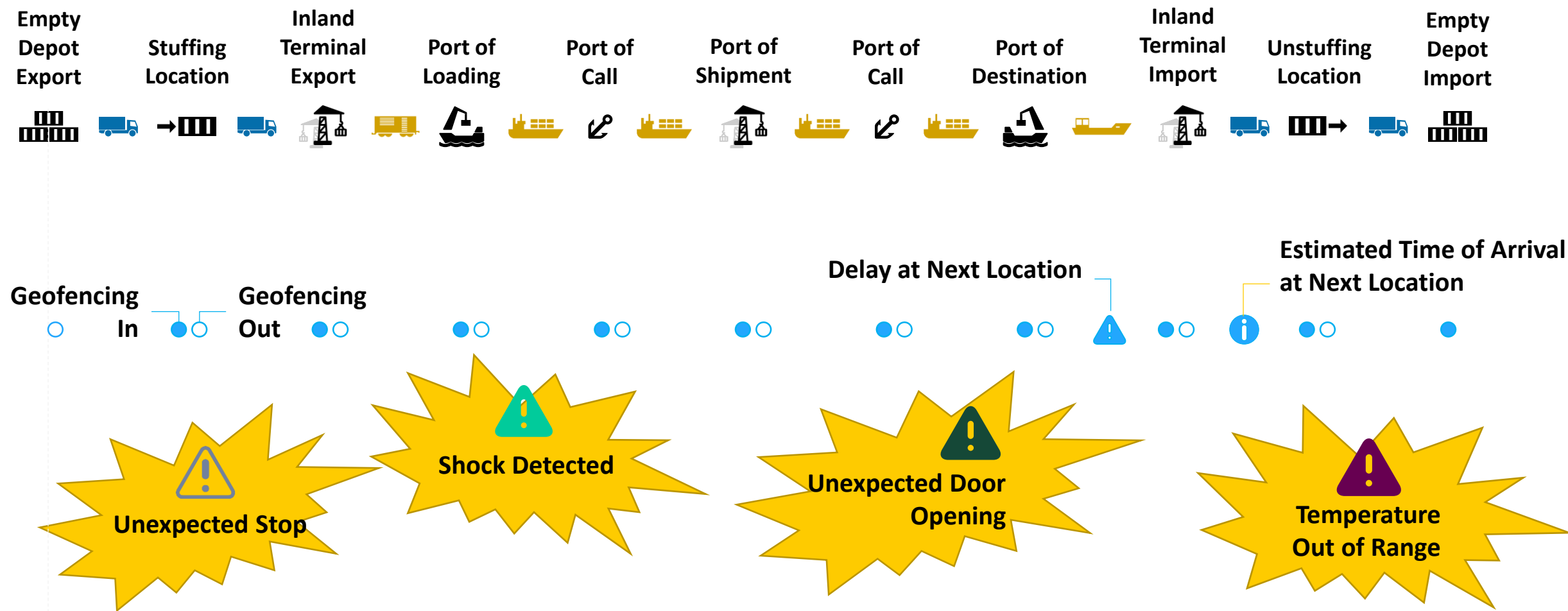
SMART CONTAINER DATA



SMART CONTAINER DATA



SMART CONTAINER DATA



**BEYOND
MSC ...**



FT

Shipping

Shipping groups plot a course for digital collaboration

Lloyd's List
Maritime intelligence | informa

Major box carriers unite to drive digital harmonisation

TradeWinds
The Global Shipping News Source

Liner giants plan trade association in digital drive

Maersk, ONE, CMA CGM, MSC and Hapag say group will strive for "less red tape and better transparency".

WORLD MARITIME NEWS

The MARITIME EXECUTIVE
INTELLECTUAL CAPITAL FOR EXECUTIVES

Maersk, MSC, CMA CGM, Hapag-Lloyd and ONE to Form Liner Association

Top Ocean Carriers Launch Digital Standards Association

SHIPPING

World's top container carriers confirm new global association

Fairplay

Top five liner operators form association for IT collaboration

Splash
247.com

World's largest liners launch new shipping association

American Shipper

Ocean carriers 'paving the way' for digital standards

IT executives from Maersk, MSC, CMA CGM, Hapag-Lloyd aim to create open standards that other stakeholders in the industry can freely use.

FREIGHT WAVES
#1 Source For Navigating The Freight Markets

Maersk, CMA CGM, Hapag-Lloyd, MSC and ONE join up for new

THE LOADSTAR
MAKING SENSE OF THE SUPPLY CHAIN

Major box carriers to launch association to harmonise digitalisation in shipping

PORT TECHNOLOGY

Maersk, CMA CGM and Leading Carriers Form Association

SHIPS & PORTS
...the voice of the maritime industry

Maersk, MSC, CMA CGM, others form new association

HELLENIC SHIPPING NEWS WORLDWIDE
Online Daily Newspaper on Hellenic and International Shipping

Hapag-Lloyd and others plan to establish a container shipping association

DIGITAL STANDARDS

DIGITAL STANDARDS

INTEROPERABILITY

Interoperability is a characteristic of a product or system, whose interfaces are completely understood, to work with other products or systems, at present or in the future, in either implementation or access, without any restrictions.



2-3

DIGITAL INDUSTRY STANDARDS



MOBILE PHONES WORK AROUND THE WORLD



AIRLINES HAVE STANDARDS

TECH SUPPLIER BENEFIT

**Cool dude, we love
standards!**



CUSTOMERS BENEFIT





CARRIERS BENEFIT



**BETTER
TOGETHER**

COMING SOON...
DIGITAL
STANDARDS

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