

THE MARITIME DATA PROBLEM:

Stop collecting more. Start getting more value from what you already have.

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MAXIMIZING THE MARITIME DATA UTILISATION OPPORTUNITY

The industry doesn't necessarily have a data problem.
It has a data utilisation problem.

THE SOURCES OF DATA

Vessel Operations · Technical Management · Procurement · Crewing · Commercial · HSQE · Compliance · Finance · Corporate

Most established maritime businesses already generate enormous amounts of information...
The information is there. The systems are there. The people are doing the work.

THE CORE QUESTION

But how much of that information is connected, consistent, and of sufficiently good quality to be able to be used to make better business decisions?

THAT IS WHERE THE OPPORTUNITY EXISTS

THE EXAMPLE

Consider a straightforward example:

DISCONNECTED DATA ISLANDS

- Unnecessary manual intervention
- Process bottlenecks
- Manual reconciliation (Spreadsheets)
- Fragmented manual data & reports



Recurring inefficiencies

CONNECTED AND WELL-GOVERNED INSIGHTS



- Management can see information flows between departments
- Teams work with consistent and integrated information
- Identify & eliminate duplicated activities
- Well-governed / unified data

THE CONSEQUENCE OF POORLY UTILIZED DATA



POOR DECISION, HIDDEN OPERATIONAL COSTS, INCREASED COMPLIANCE AND GOVERNANCE RISK, INABILITY TO SCALE, AND COMPETITIVE DISADVANTAGE.

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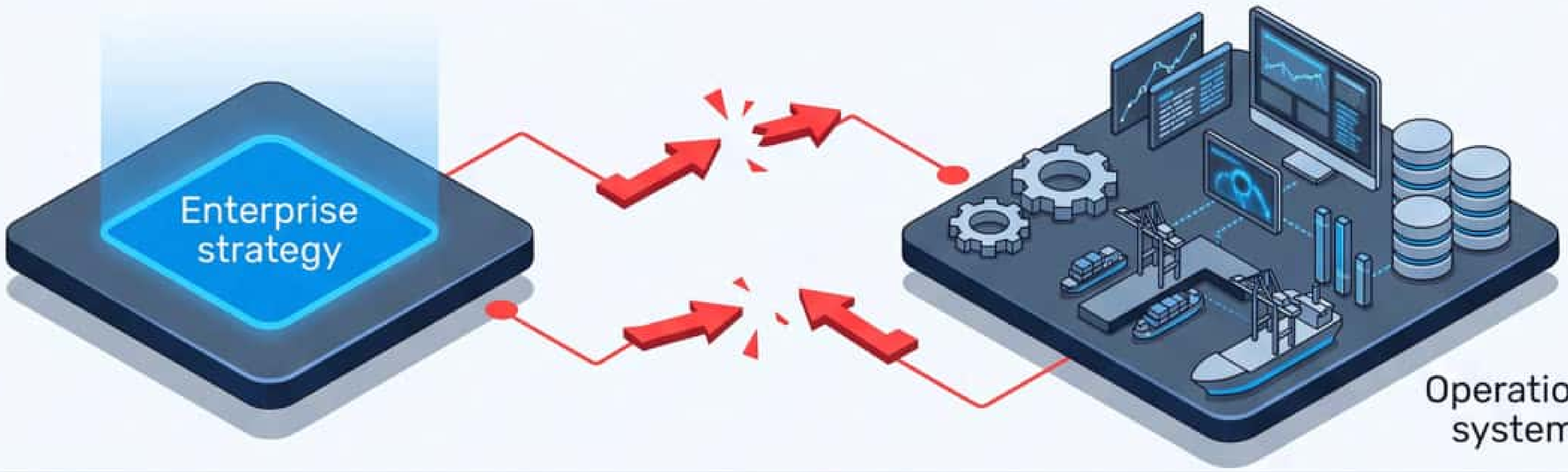
THE ENTERPRISE OPERATING MODEL CHALLENGE

This isn't a technology problem alone. It's an enterprise operating model problem.



INDUSTRY RESEARCH REINFORCES THE CHALLENGE

2025 TERMINAL SURVEY (121 PROFESSIONALS)



53%

Face challenges connecting internal systems



46%

Report difficulties sharing data externally

LLOYD'S REGISTER & ONEOCEAN INDEX



DATA STANDARDISATION SCORE: 2.45 / 4

Digital Maturity Index



THE QUESTION IS NOT SIMPLY HOW WE COLLECT MORE INFORMATION. IT IS HOW WE MAKE THE INFORMATION WE ALREADY HAVE WORK HARDER FOR THE BUSINESS.

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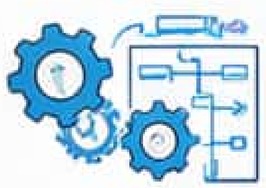
WHERE WOULD WE START?

We look at the underlying business processes and workflows
- we don't go straight to the technology

1



Get the fundamentals right.

Establish consistent processes, definitions, reporting standards, standards, and data classifications across all departments and units.

2



Fix the gaps between systems, processes and people.

Redesign workflows to make the organisation work more effectively as a whole.

3



Establish ownership and accountability

People and processes must support technology.

4



Turn information into action

Move beyond reporting past events. Identify performance gaps and opportunities to improve.

5



Make AI and automation deliver something tangible

AI needs the right foundations, governance, and human oversight.

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SO, WHAT WOULD AGILIFY BRING TO THE TABLE?

1. Understanding Your Current Operations

Our Starting Point



2. TRANSFORMATION WITH PURPOSE

01. Identify Practical Opportunities
Pinpoint where technology, automation, & AI genuinely improve operations

02. Prioritise Big Impacts
Focus on what will make the biggest difference

03. Implement Measurable Improvements
Work alongside clients to deliver tangible results

04. Technology overlay
Fit-for purpose tech that enhances the underlying operating model

No transformation for transformation's sake.

3. DELIVERING TANGIBLE RESULTS FOR MARITIME BUSINESSES

- Simplified Operational Workflows
- Improved Cross-Functional Collaboration
- Strengthened Governance & Controls
- Better Use of Existing Technology
- Automated Repetitive Activities
- More Effective Enterprise-Wide Operating Model

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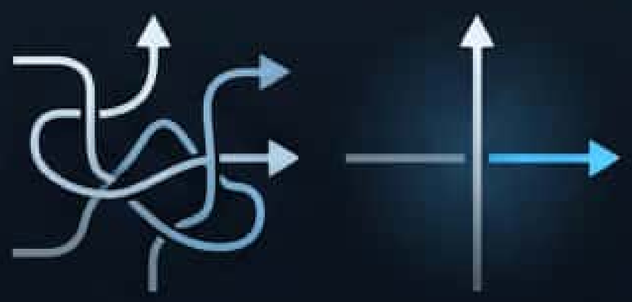
AGILITY MARITIME'S STRATEGIC OBJECTIVES

01. REMOVE UNNECESSARY COMPLEXITY



Un-cluttering operations

Simplifying processes

02. IMPROVE HOW PEOPLE & PROCESSES WORK TOGETHER



Crews • Office Staff • Processes

Enhancing collaboration

Harmonizing efforts

03. CREATE MEASURABLE IMPROVEMENTS



Productivity • Efficiency
Service Delivery
Business Performance

Achieving tangible gains in key metrics

OUR PROMISE

"We believe this is one of the biggest opportunities for maritime businesses today — and one that doesn't necessarily require another major technology investment to get started."

A non-technological transformation to get started.

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PRACTICAL TECHNOLOGY IMPROVEMENTS



Siloed Data



Friction Between Shore & Ship



Inefficient Processes



Fragmented Systems & Data

If you are a shipowner, ship manager or maritime executive who recognises these challenges, we would welcome a conversation.

At **Agilify Maritime**, we are keen to speak with businesses looking to take a fresh look at how their organisations operate — where processes, people, systems and data could work better together, and where practical improvements could create real business value.

NO generic digital transformation presentation

NO technology sales pitch

JUST AN HONEST DISCUSSION about how your business operates today, where the **friction sits** and where there may be an opportunity to do things better.

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If you believe your organisation could be operating more efficiently, LET'S HAVE A CONVERSATION. Maybe we can help?

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