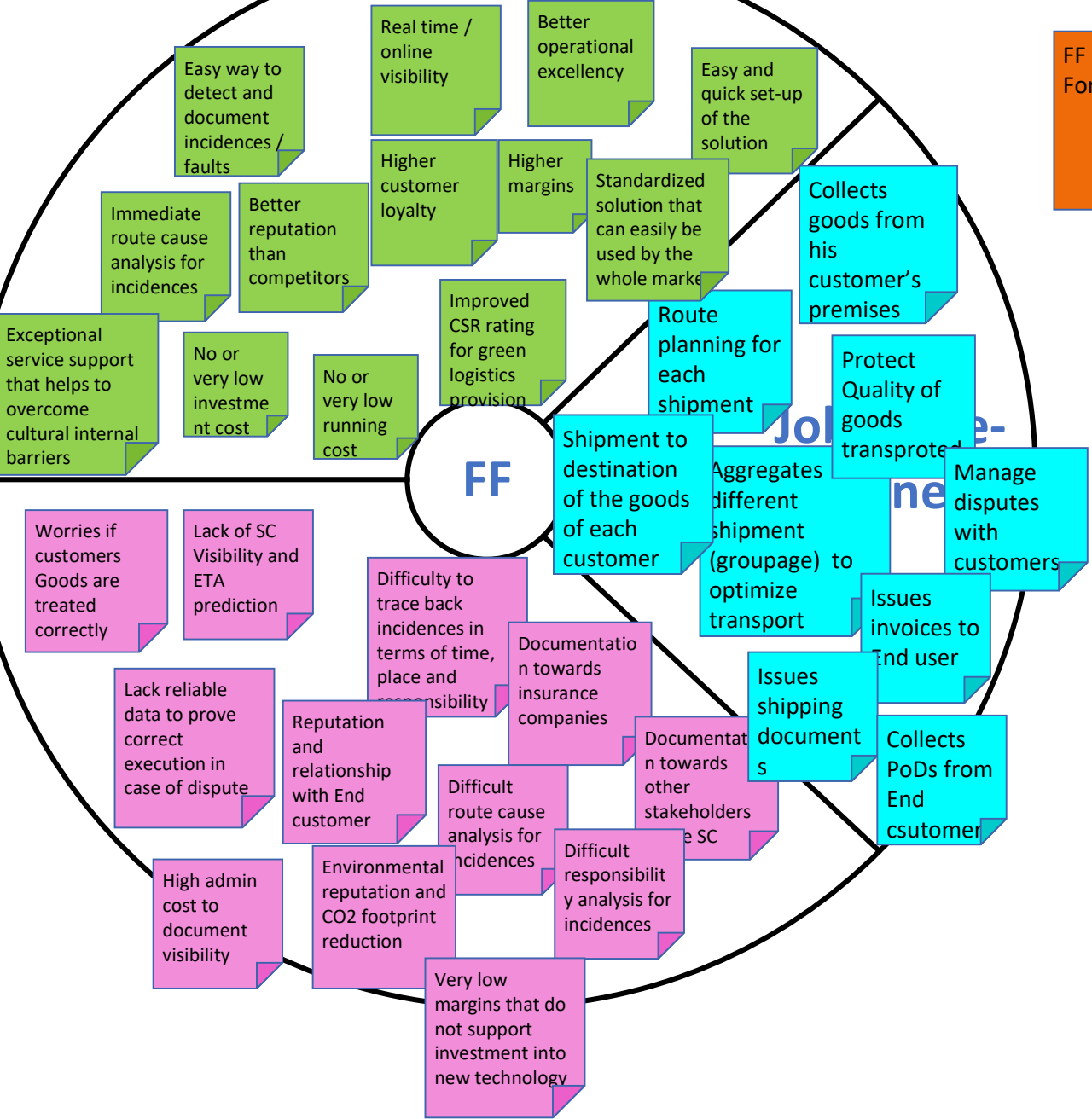
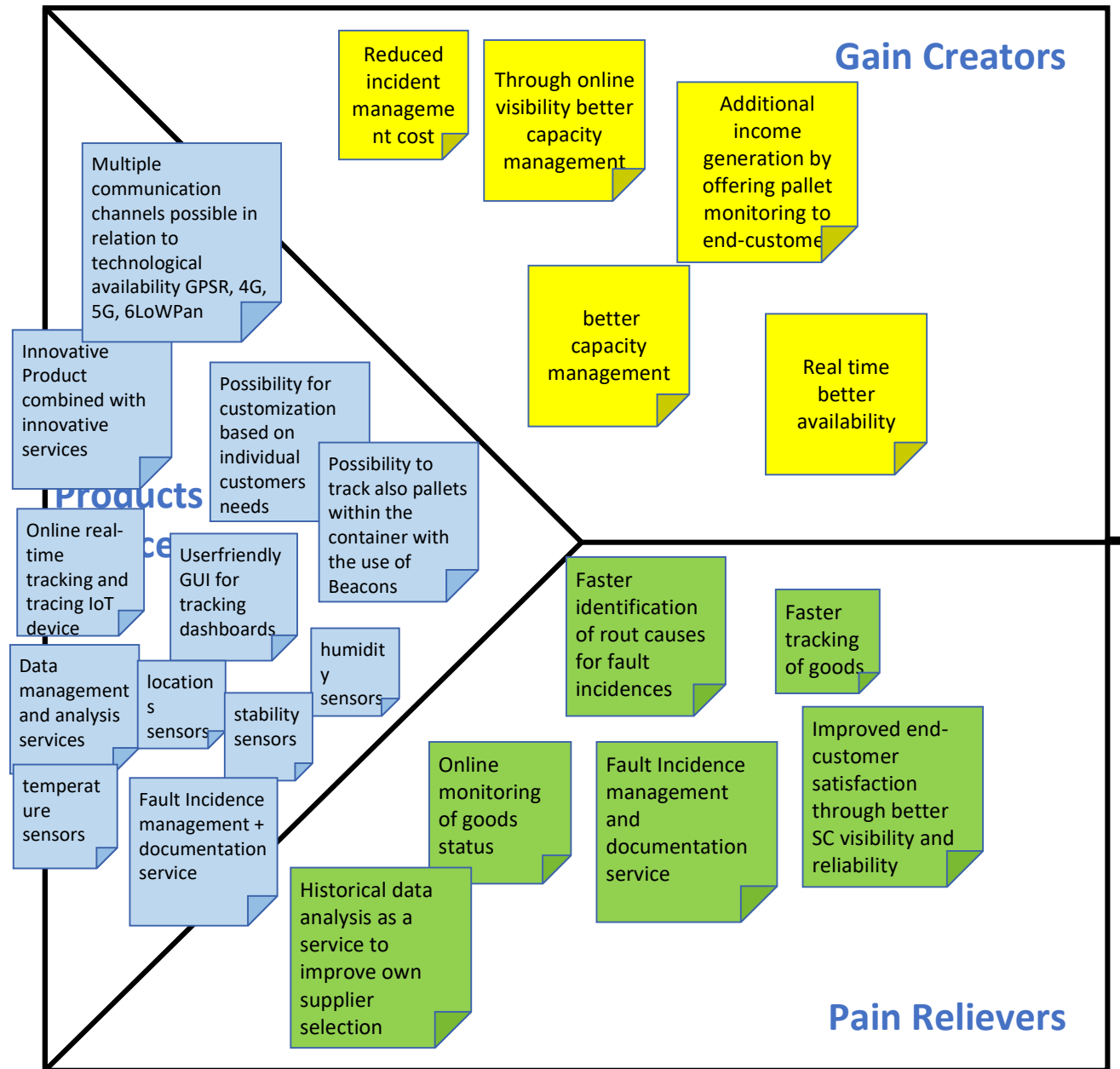


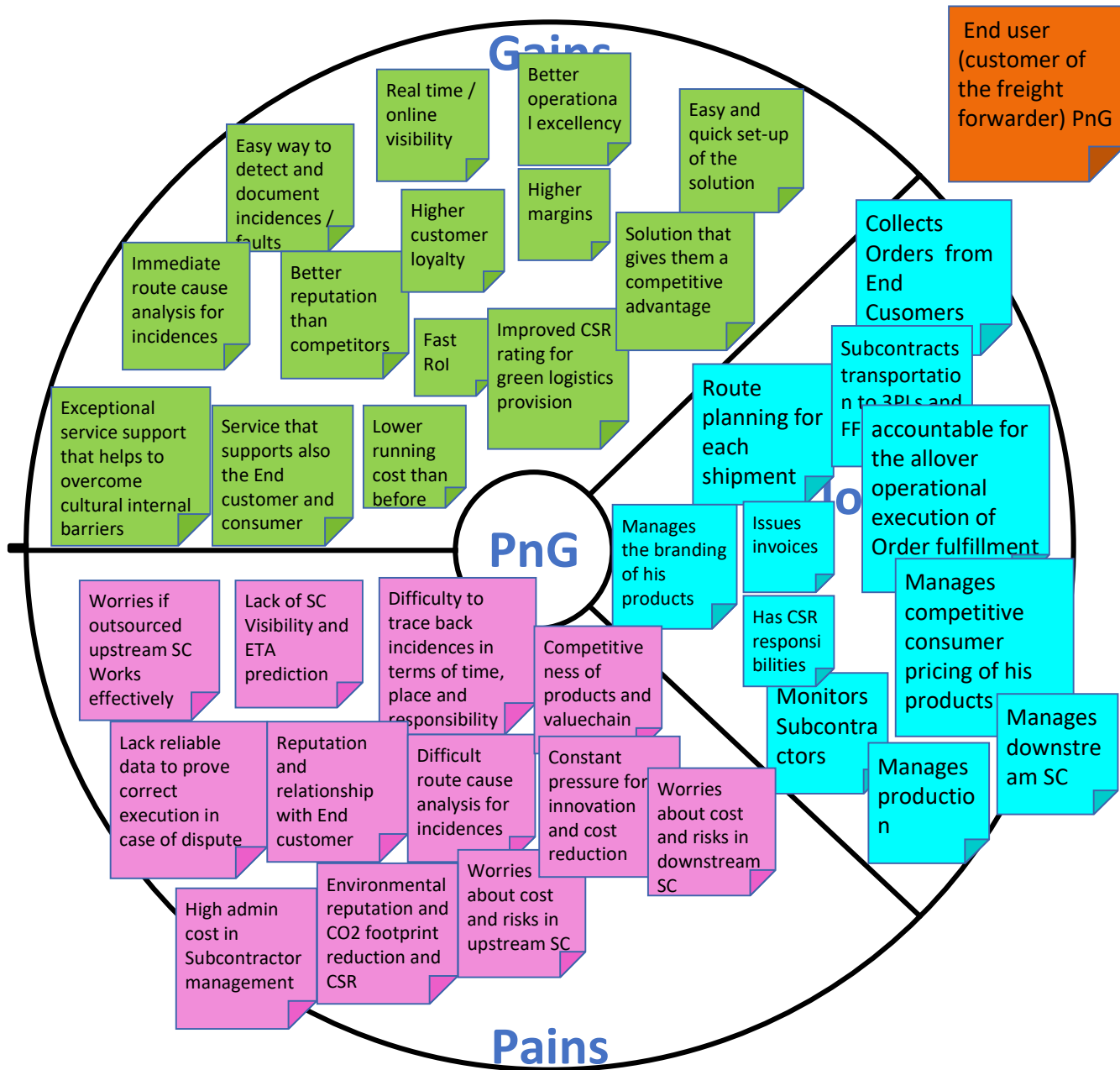
Gains

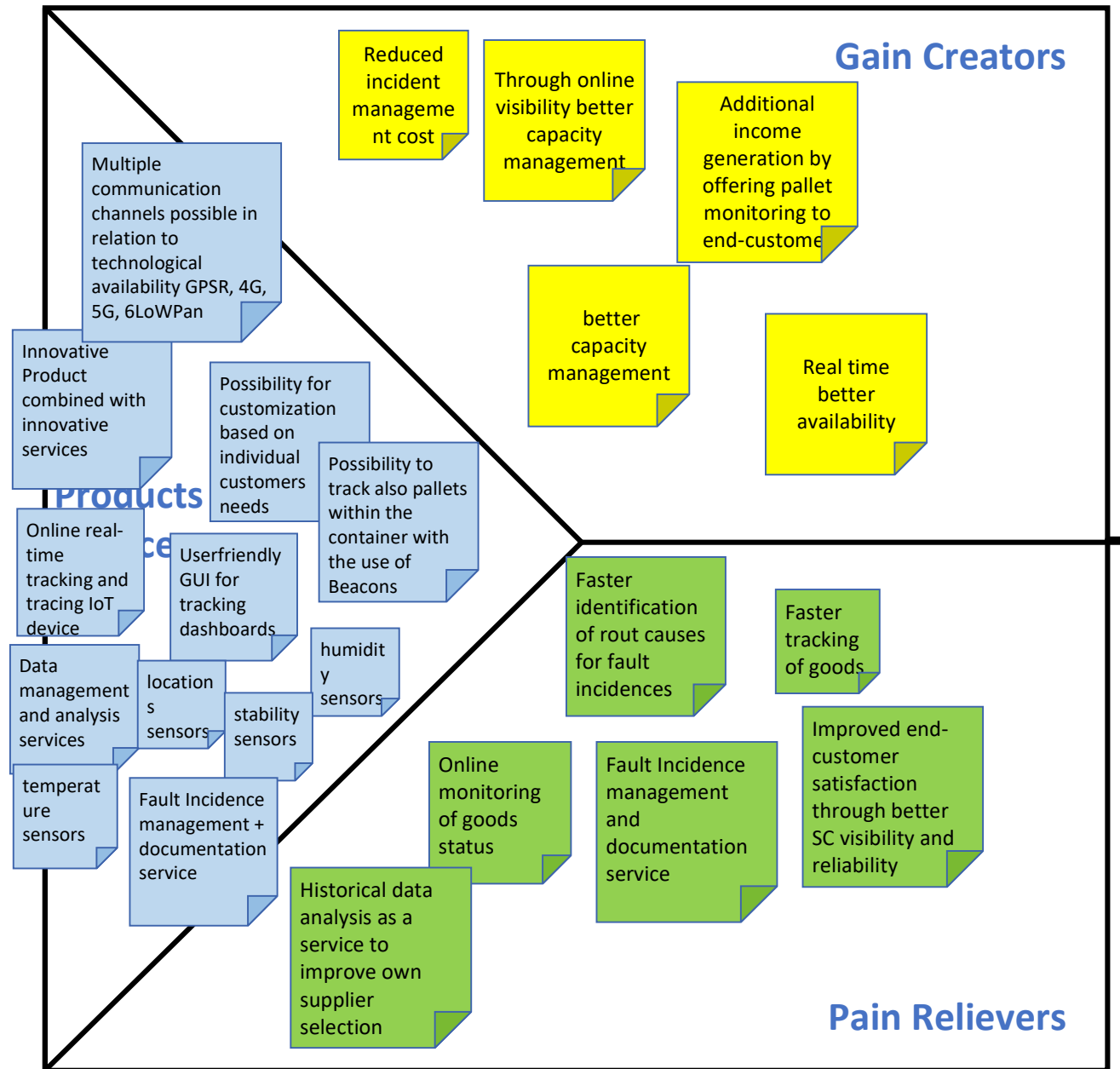
FF (Freight Forwarder)

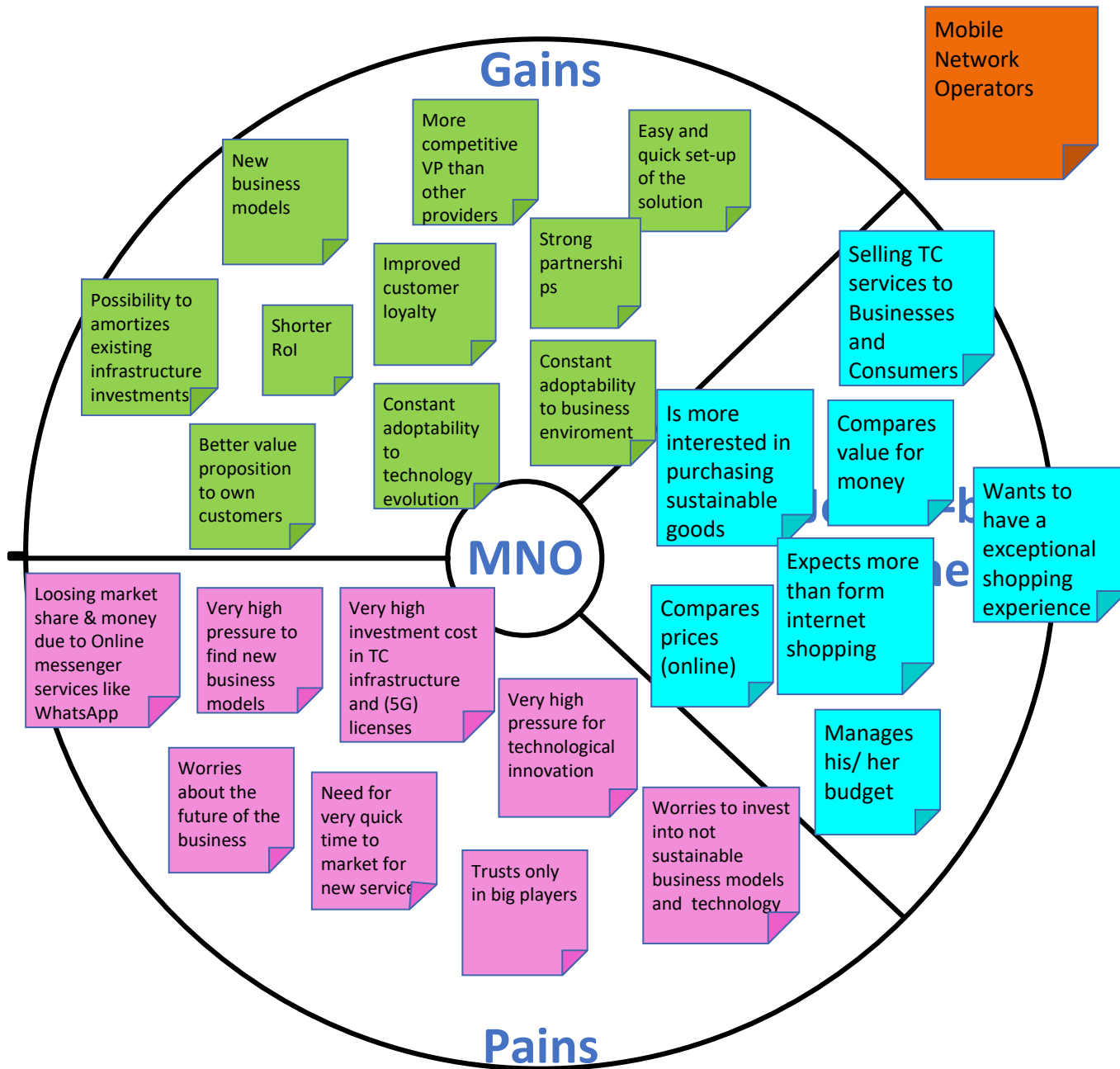
FF

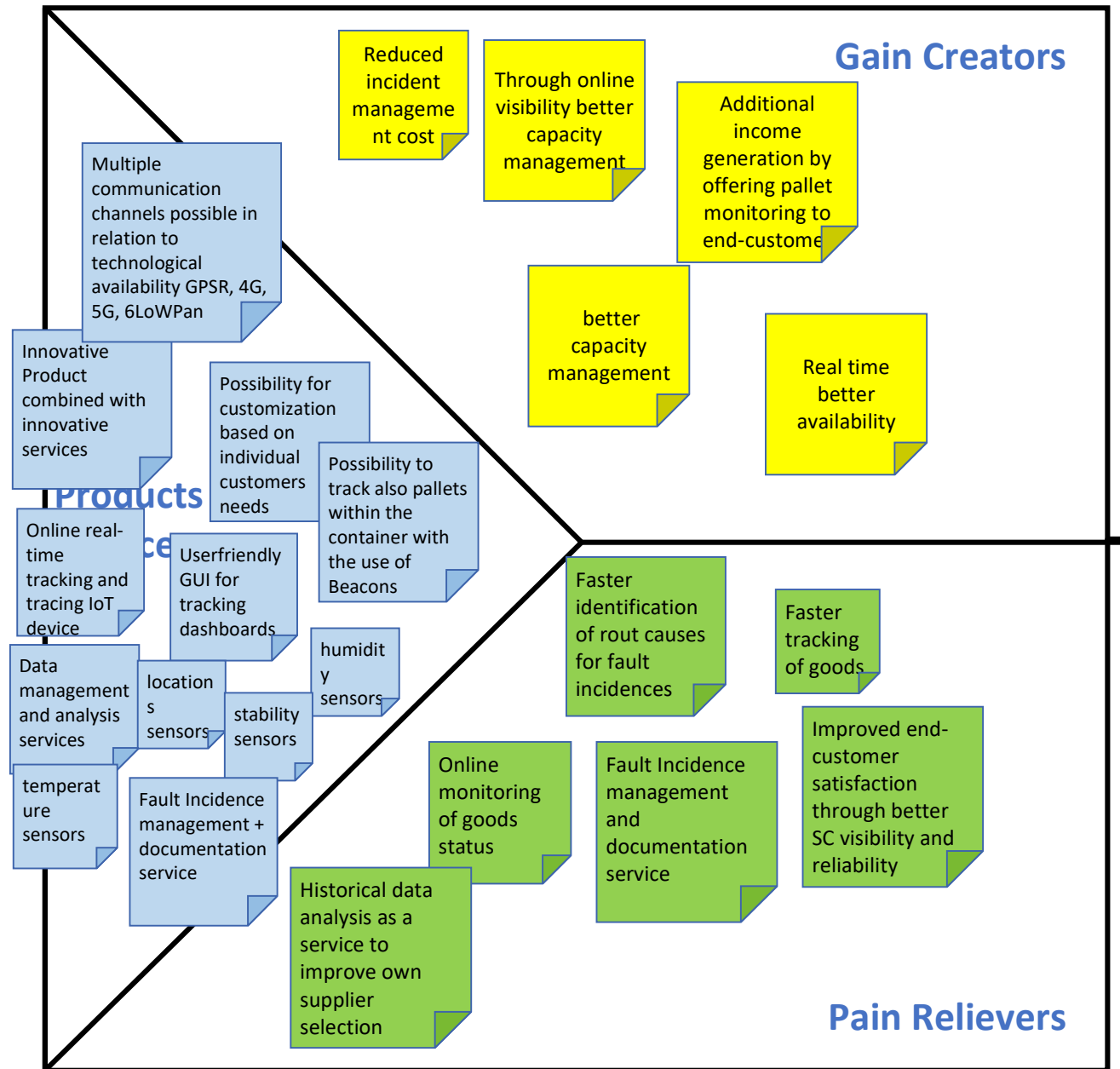


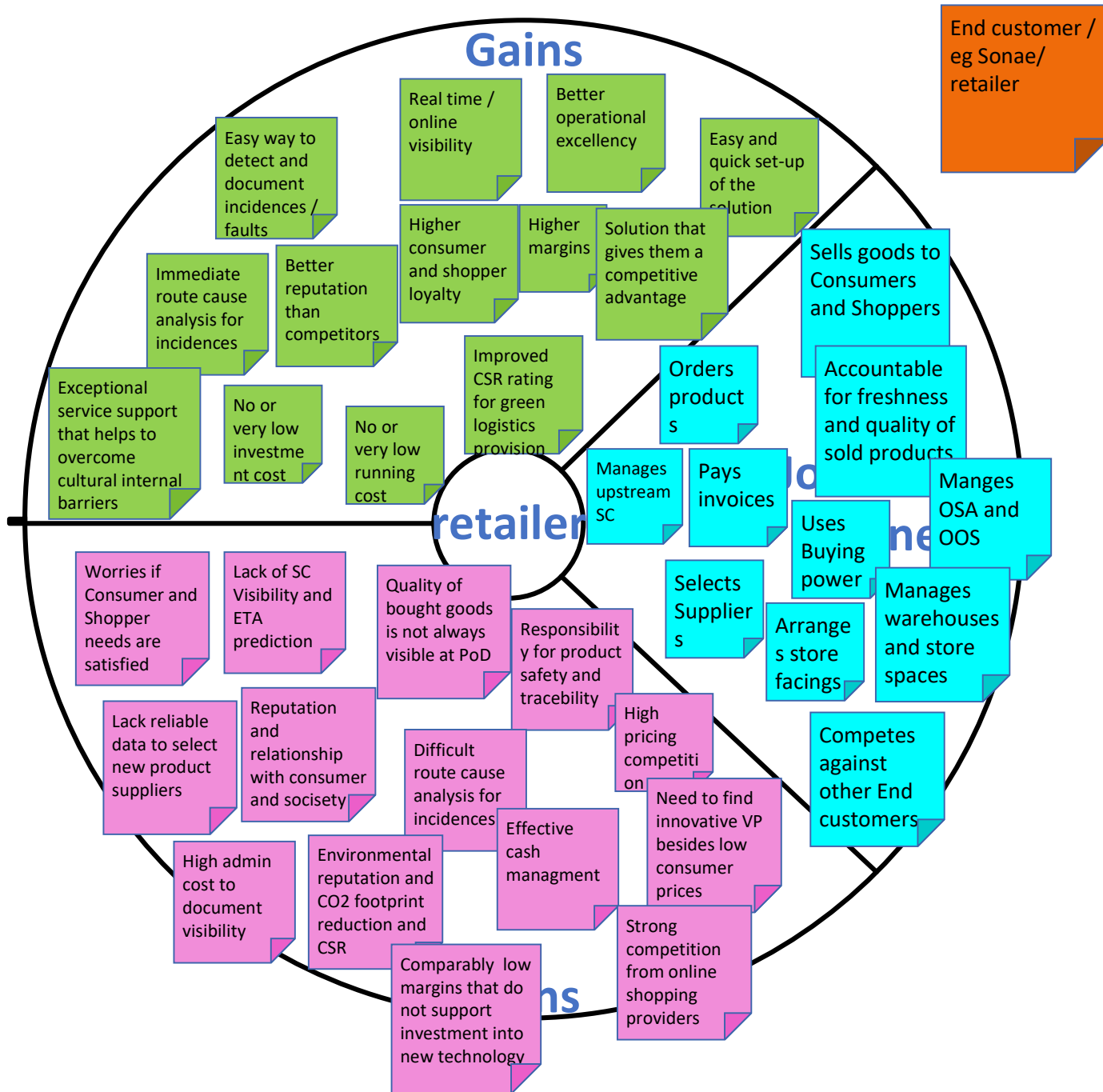


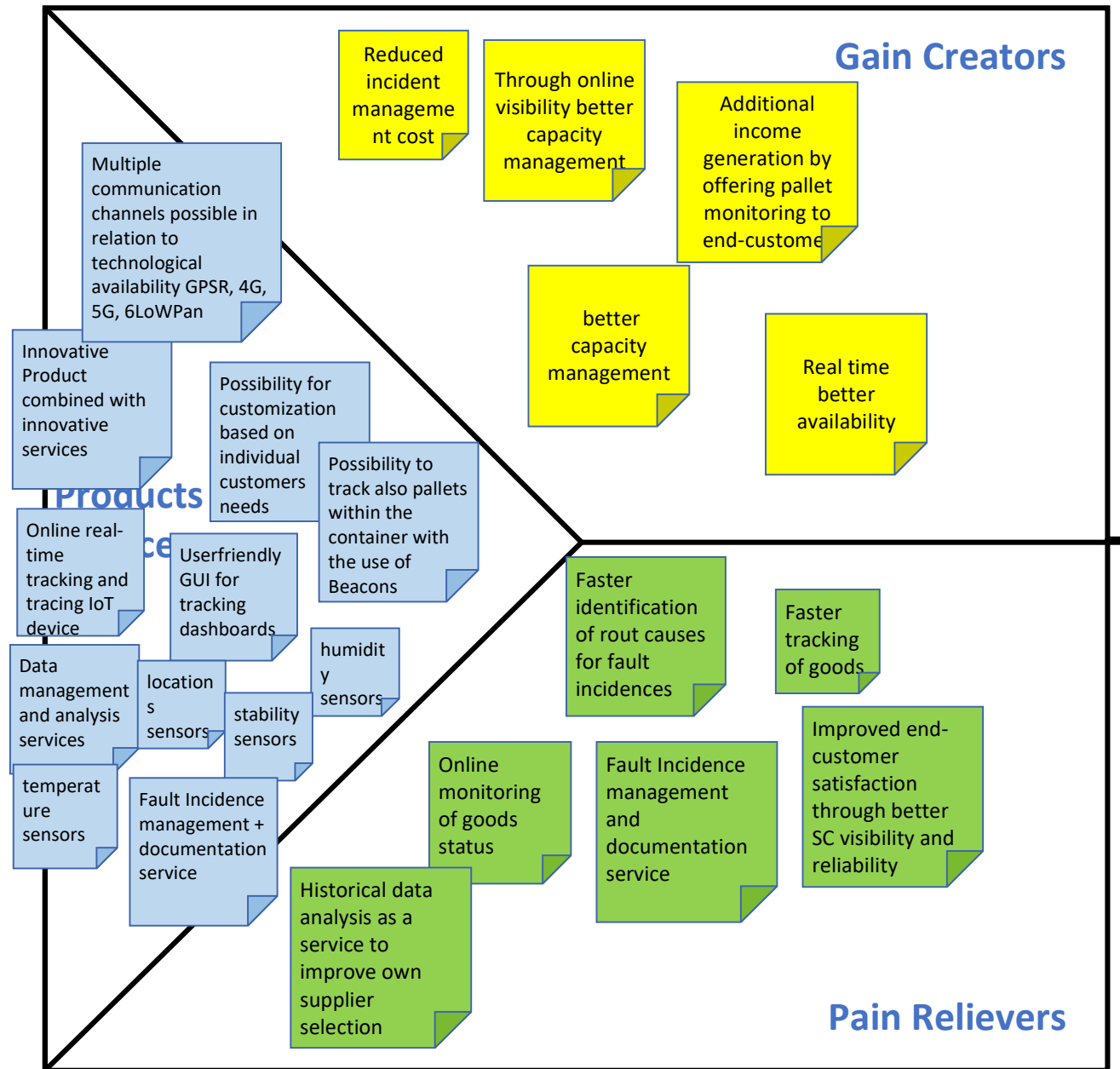


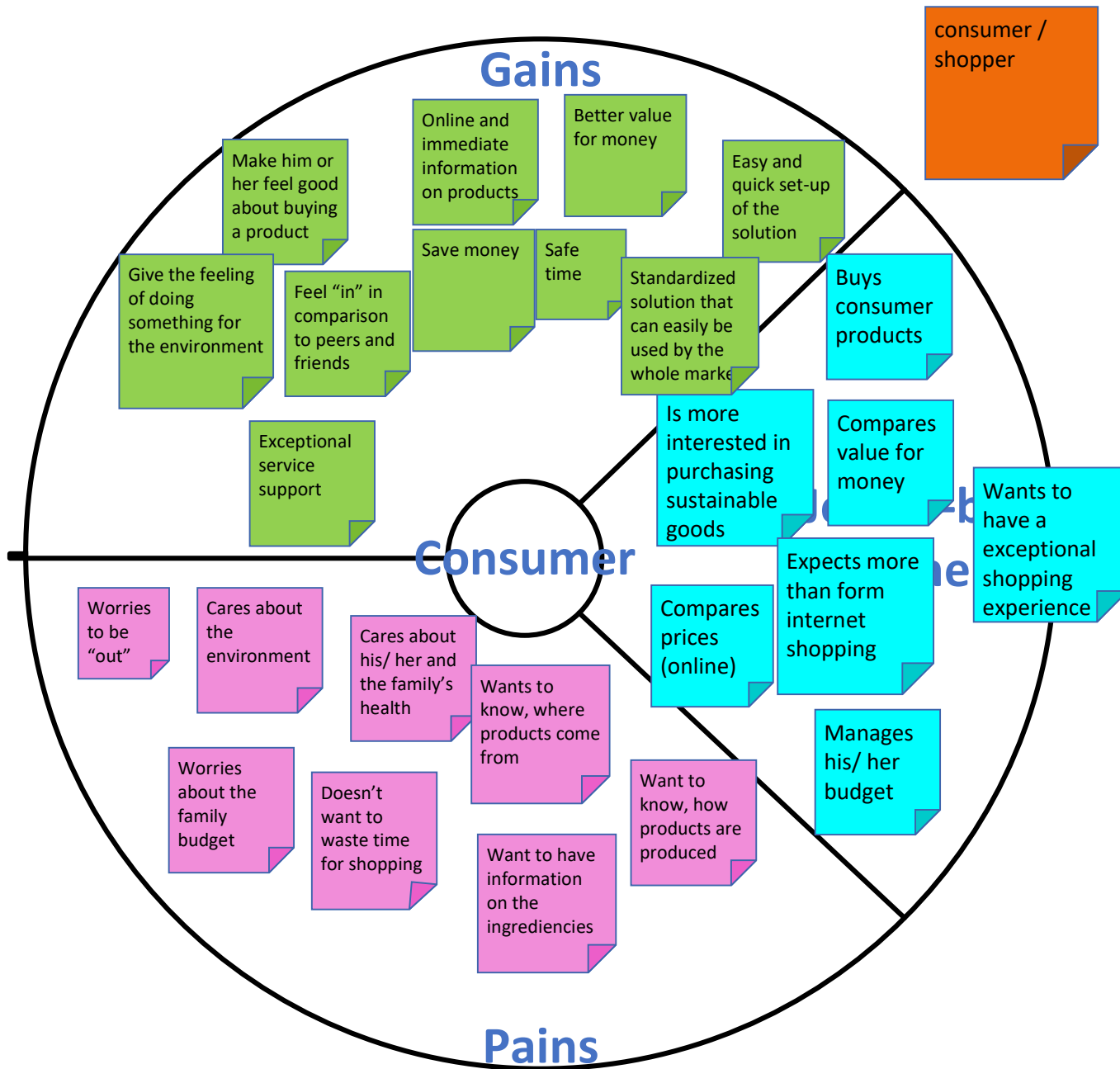


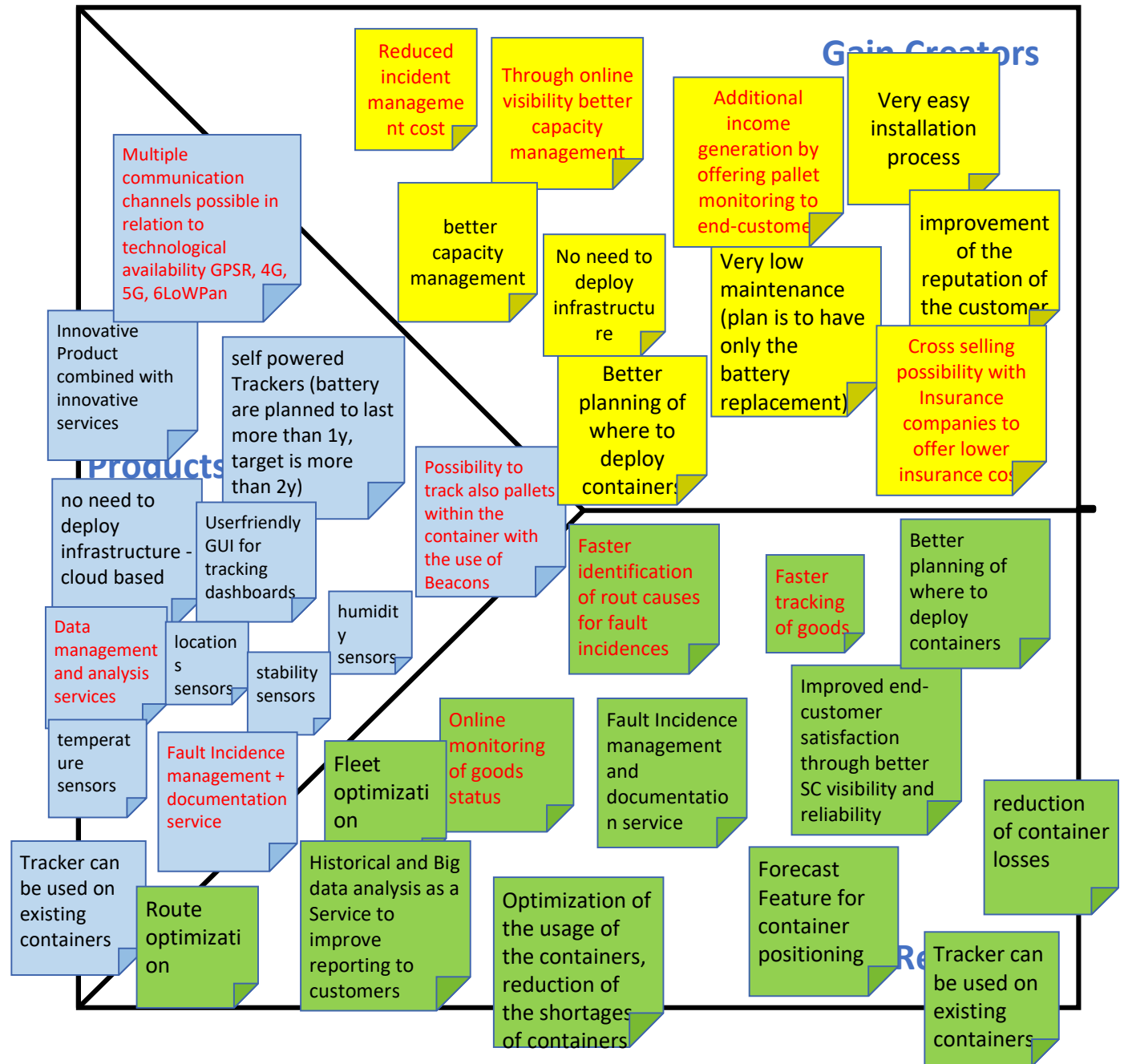












Shipping Company

Gains

- Better real time Visibility data than with conventional vessel tracking services
- Possibility to offer additional Data than just position of the vessel
- Easy integration to existing / own platforms
- Being able to offer advanced services to freight owners
- Low maintenance/ running cost
- Charges out his vessels
- Possibility to charge higher freight rates
- Possibility for cross sales for insurance companies
- Quick RoI for IoT device investment
- Easier Customs clearance
- Buys and sells Ships
- Competitive advantage to other carriers
- Better capacity utilization
- Better value proposition to own customers
- Takes care of routing

Shipping Co

- Manages charge-out prices
- Manages his crews
- Looking for profitable freights
- Owns Containers
- Charges out containers
- Manages transportation Risks
- Manages FF
- Manages Customs Clearing
- Manages freight owners/ Customer
- Manages Diesel
- Manages LNG

Pains

- worries about increased cost for environmental protection / CO2 reduction
- Worries about reduced Turnover, due slowing world economy
- Faces increased cost pressure
- Increased competition
- Worries about reduced freight rates
- Worries about Digitalization
- Increased difficulty to access finance
- Complicated customs procedures, different in each Port

