

Are you securely riding the digitalization wave?

Greek Shipping Forum “Opportunities & Challenges”

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**The better the question. The better the answer.
The better the world works**

23:35:60
Business Strategy
Innovation
Branding
Solution
Marketing
Analysis
Ideas
Success
Management



**Building a better
working world**

What drives Digital Transformation?

Various incentives & pressures, including the need or desire to:

- ▶ Operate **more efficiently**
- ▶ Operate **more profitably**
- ▶ **Be more and better connected**
- ▶ **Keep up with** increasingly sophisticated, digital demands of **customers**
- ▶ Develop **new business models & offerings**



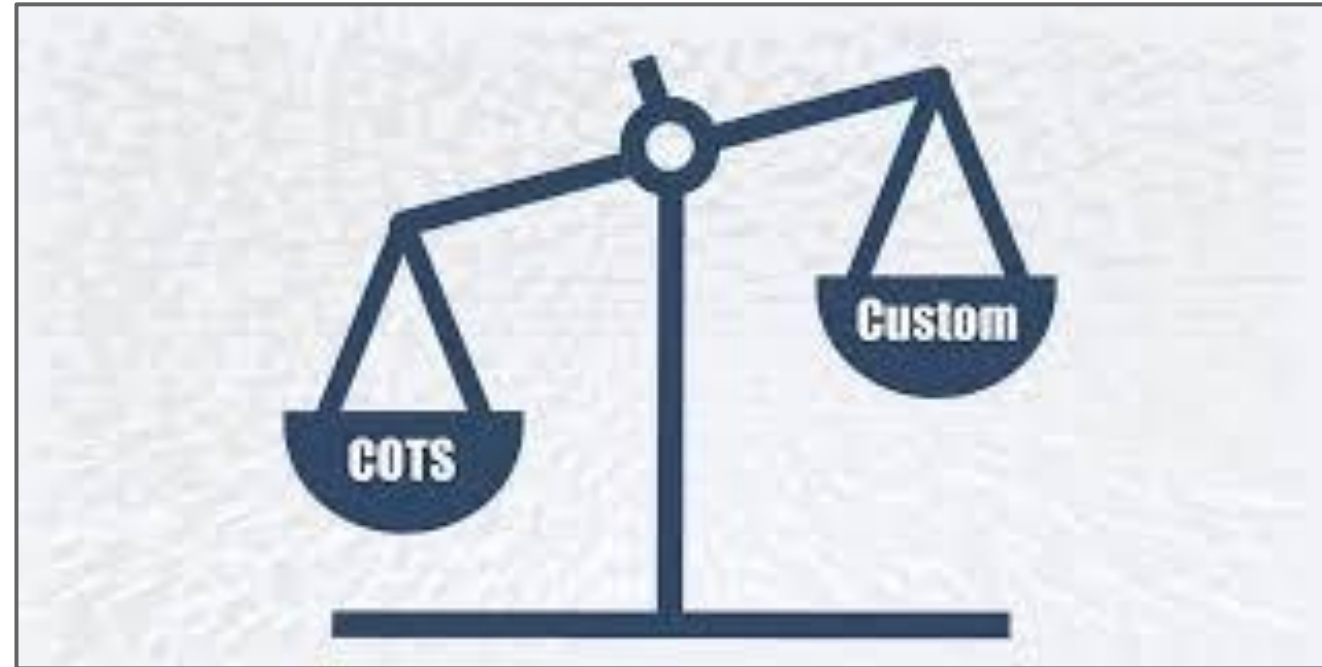
What is the shipping industry ready to absorb?



1. Replacement of custom solutions with standard COTS

Easier to **keep core solutions up to date & better integrated** going forward.
Indicatively:

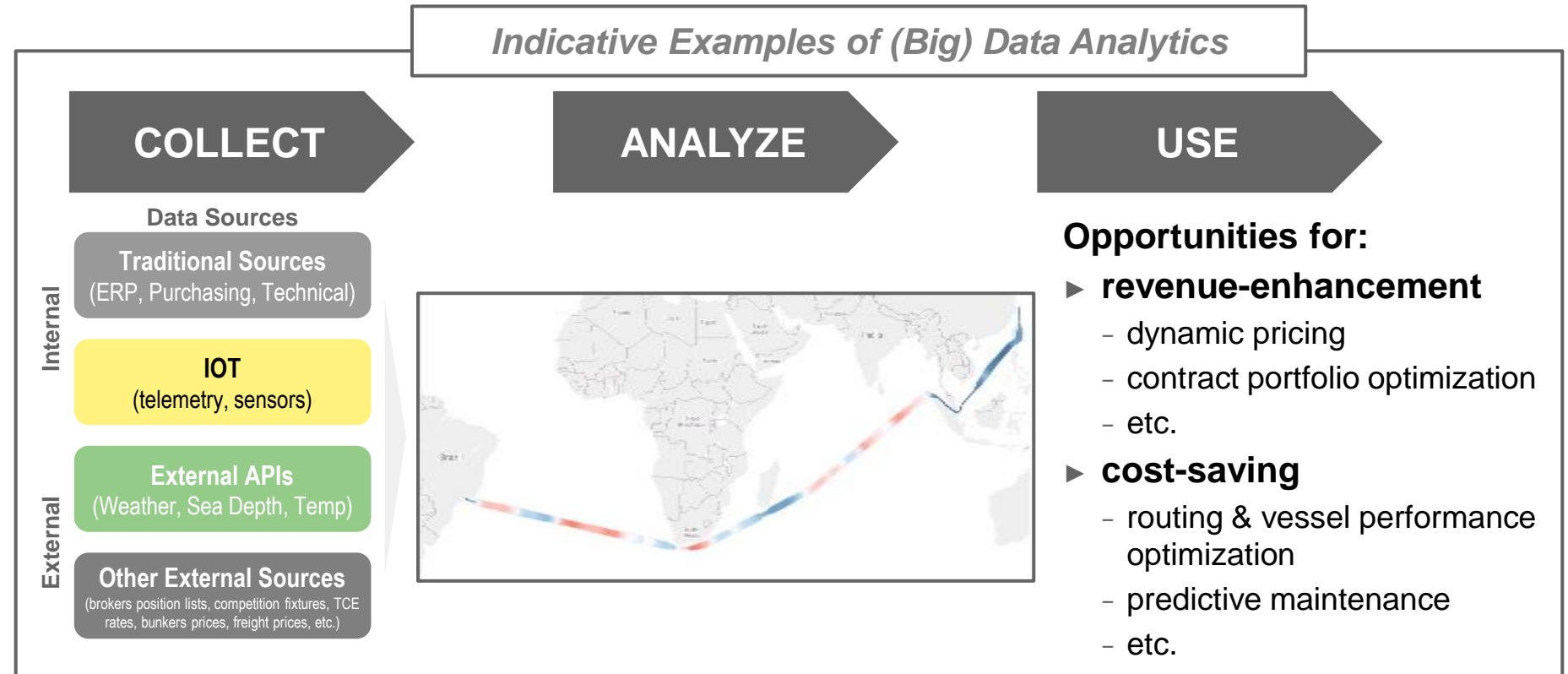
- ▶ Electronic Mailer (ELM) & Enterprise Content Management (ECM)
- ▶ Enterprise Resource Planning (ERP)
- ▶ Enterprise Performance Management (EPM)
- ▶ Online Booking platform



2. Adoption of new solutions & approaches

Primarily around **making the business more data driven**, using:

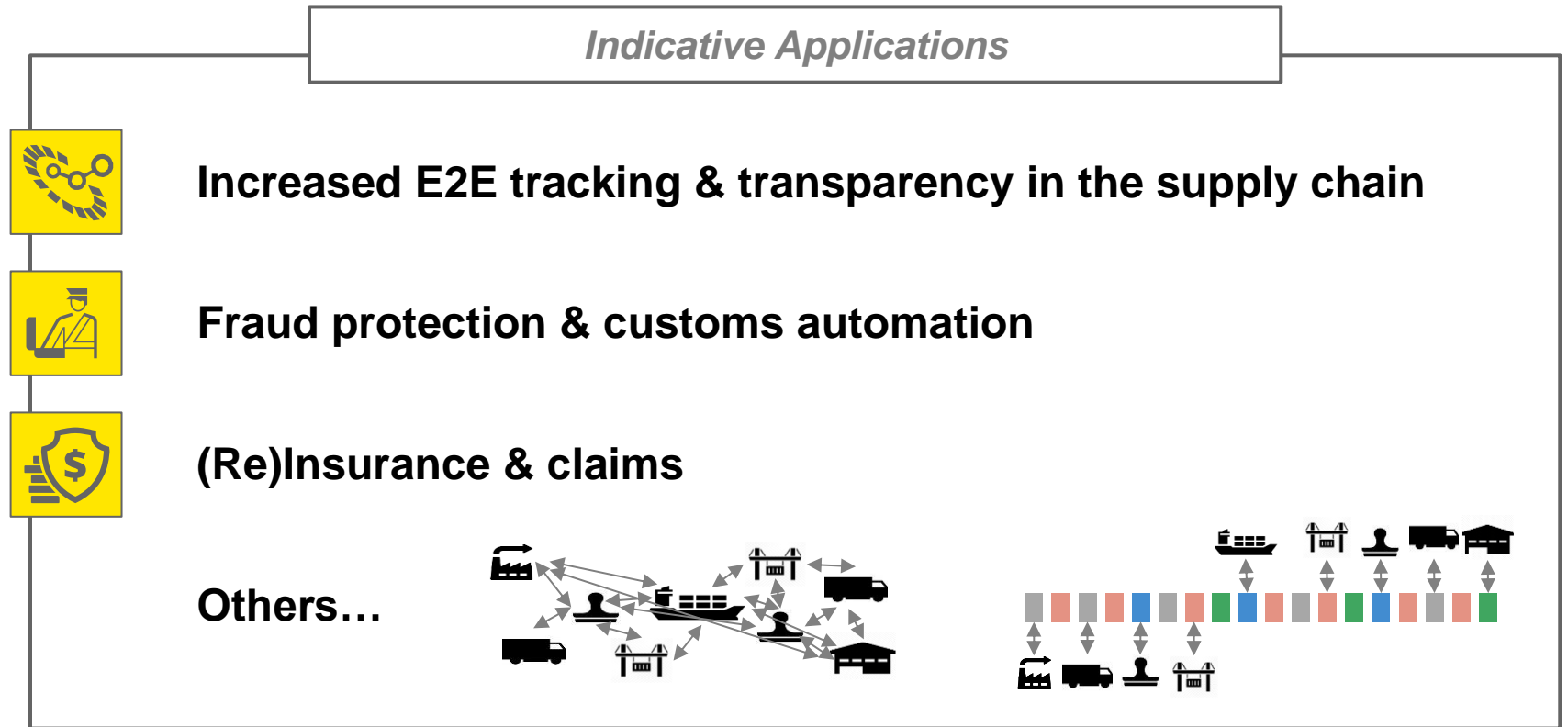
- ▶ **Business Intelligence** (Reporting)
- ▶ **Big Data**
- ▶ **Analytics**
- ▶ Bring it together on the **cloud**



3. Piloting innovative / cutting-edge solutions

Primarily around improving **transparency, process efficiency & automation**, including:

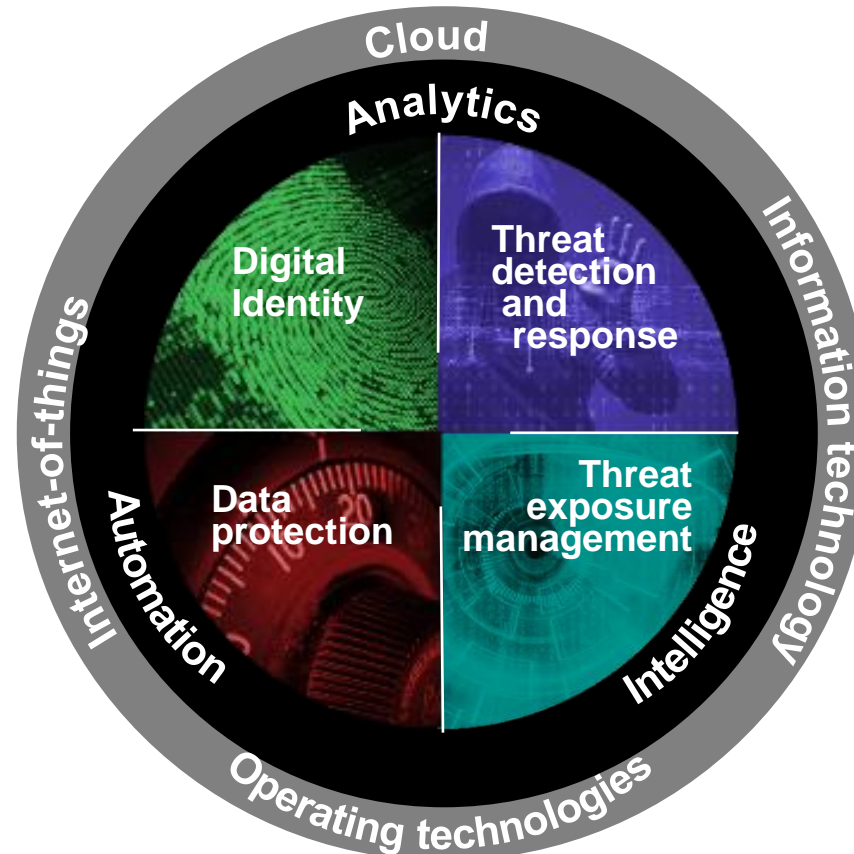
- ▶ **Intelligent Automation**
(RPA / Robotics)
- ▶ **Blockchain**
(putting to use smart contracts, smart containers, etc.)



4. Cybersecurity in the digital transformation journey

Maritime **cyber attacks are reality**, they are **happening now**, and the issue of **data protection is becoming more important**.

- ▶ **Protect the enterprise**
- ▶ **Optimize Cybersecurity**
- ▶ **Enable Growth**



Source: EY Global Information Security Survey 2018-2019



Have info sec functions that fully meet their needs



Foresee an increase in their budget next year



Do not make 'protecting' part of their strategy

What are the Barriers?

Adoption is slow, due to:



Resistance to change



Unclear or longer-term ROI



People & skills



Where to start / how to progress?



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globally

150
Countries
globally

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31
Countries
in CESA

14.000
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Our purpose is
**Building a better
working world**

We solve our clients
**Big, complex
industry issues**

We
**Grow, optimize
and protect**
our clients businesses

Why EY Advisory



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Firms** in the World

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experience** and **knowledge**

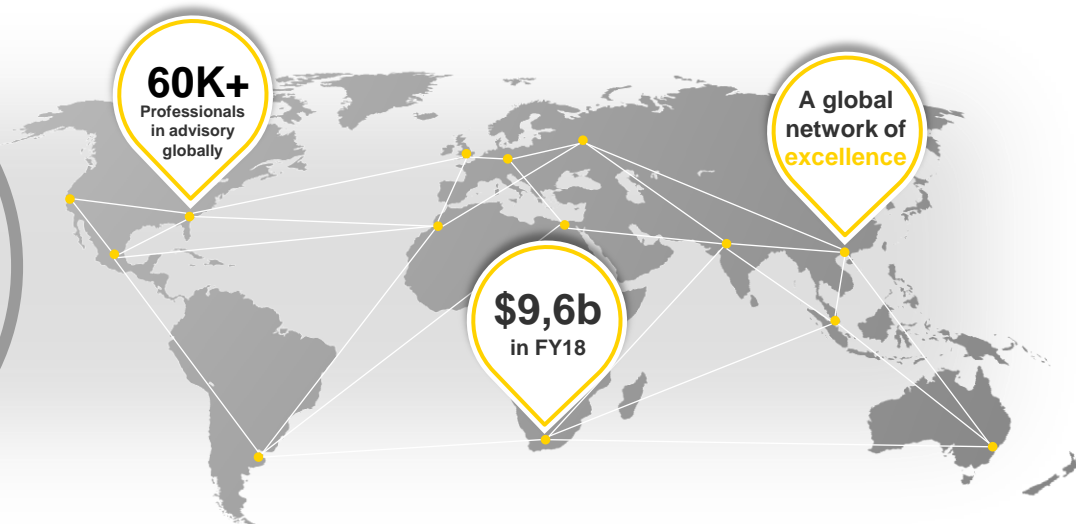


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**Outcomes
and results**
we deliver measure our success

Collaboration
is at the heart of our culture
and who we are

Our
Global ecosystem
is unique

Thank you

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If data has all the answers, how do you find the right one?



The better the question. The better the answer.
The better the world works.



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working world