



Breaking Data Silos

From Data Chaos to Harmony & Innovation In The Ferry Industry

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Chief Digital Officer

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Situation Report



Reporting



Operational efficiency



Sustainability



Workforce



Security



Innovation



**Artificial intelligence is
not a substitute for
human intelligence,
but a tool to amplify it.**

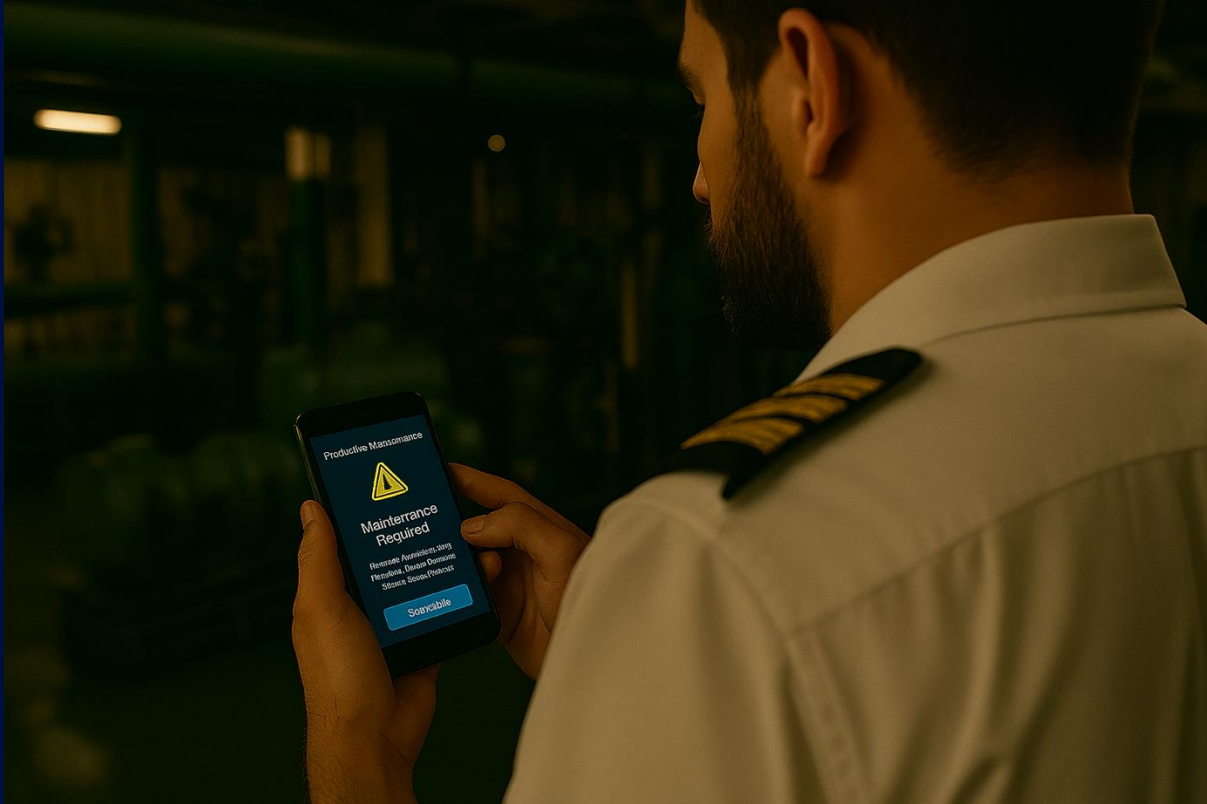
Fei-Fei Li

Co-Director of the Stanford Institute for
Human-Centered Artificial Intelligence



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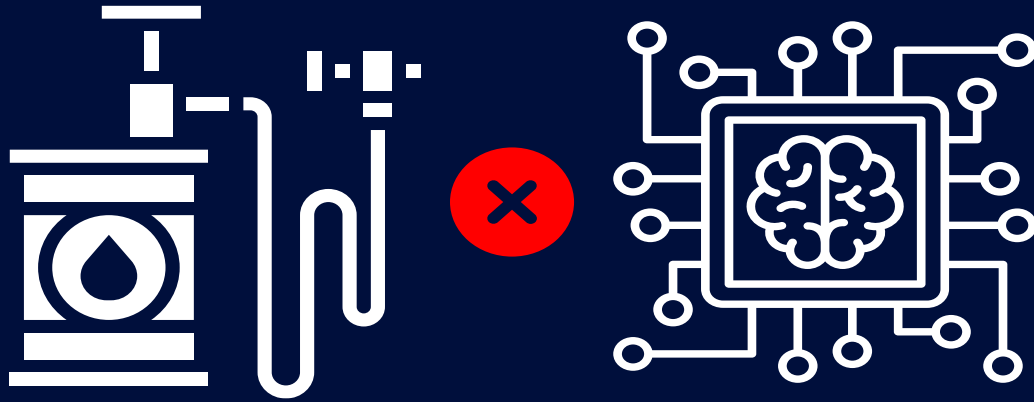


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REALITY CHECK

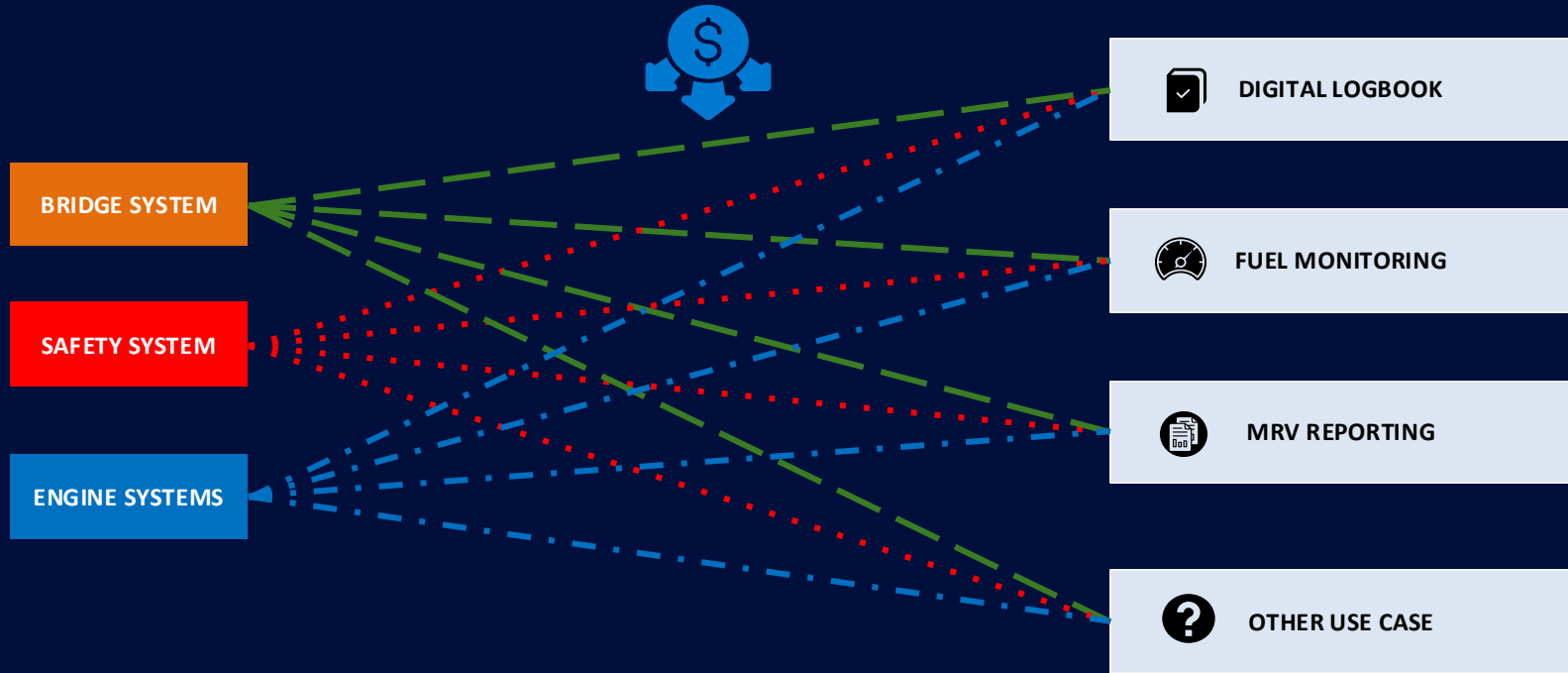
The Problem



Welcome to Paperwork Hell



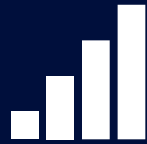
Custom Integrations Everywhere



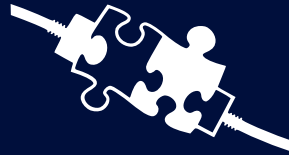
Why AI Can't Scale in Shipping – Yet



No open standards
= no interoperability



Data is siloed
and inconsistent



No API ecosystem
= no integrations



No scalable edge-to-
cloud infrastructure
for data + apps





**What got you here won't
get you there..**

Marshall Goldsmith

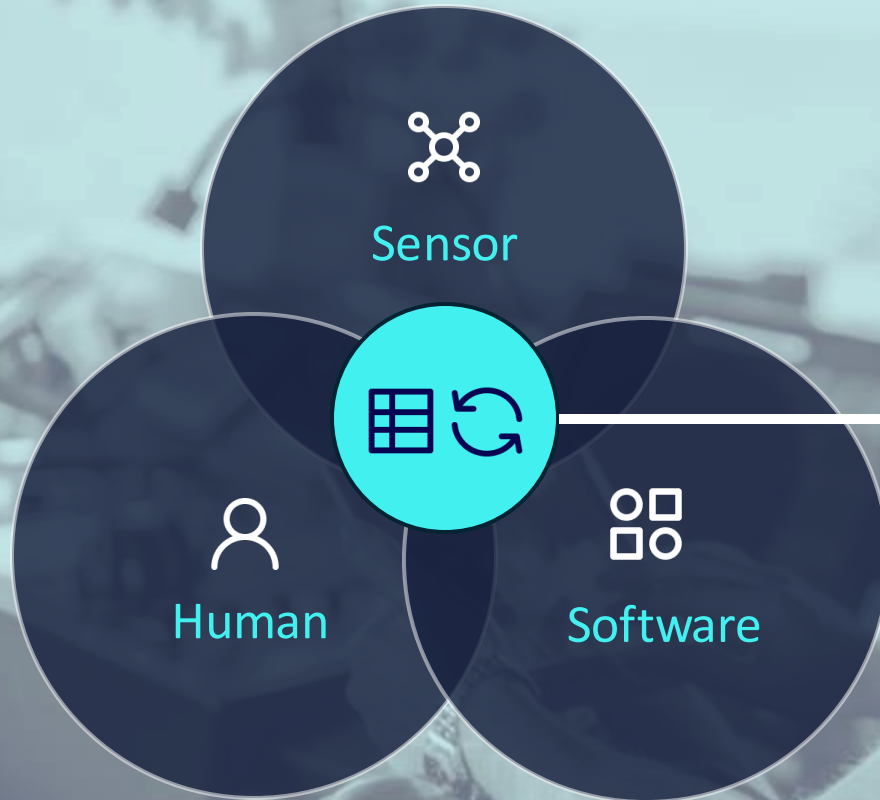
Your Fleet. **Your Data.** Your Value.



Telenor Maritime Digital Ecosystem



Unifying Sensor, Human and Software Data



Standardized,
Contextualized
Reusable



Human-generated data:
Crew checklists

Bridge

ECR

Maintenance

Hotel

Ad hoc - misc.

Automation System

Navigation

Scrubbers

HVAC

Service Power

Galley

Operational Technology (OT) Data

Telenor Maritime UHS Platform

Application hosting and secure
data-pipeline from OT/IT to shore

Maranics
Digital
Business Flow



Nortech.AI
AI Powered
Data Collector



Telenor Maritime UDS

Data Contextualization
Event Generation
Data Permissions and Sharing
Data Health and Quality



Live data



Data API

TM Private Cloud

Telenor Maritime UDS



GUI



Live data



Data API



Human-generated data:
Crew checklists

- Bridge
- ECR
- Maintenance
- Hotel
- Ad hoc - misc.

- Automation System
- Navigation
 - Scrubbers
 - HVAC
 - Service Power
 - Galley

Operational Technology (OT) Data

Telenor Maritime UHS Platform

Application hosting and secure data-pipeline from OT/IT to shore

Maranics Digital Business Flow

Nortech.AI AI Powered Data Collector

Telenor Maritime UDS

Data Contextualization
Event Generation
Data Permissions and Sharing
Data Health and Quality



Live data

Data API

- Ops reporting
- 3rd party applications

- Fuel Reports
- Maintenance

TM Private Cloud

Telenor Maritime UDS



GUI

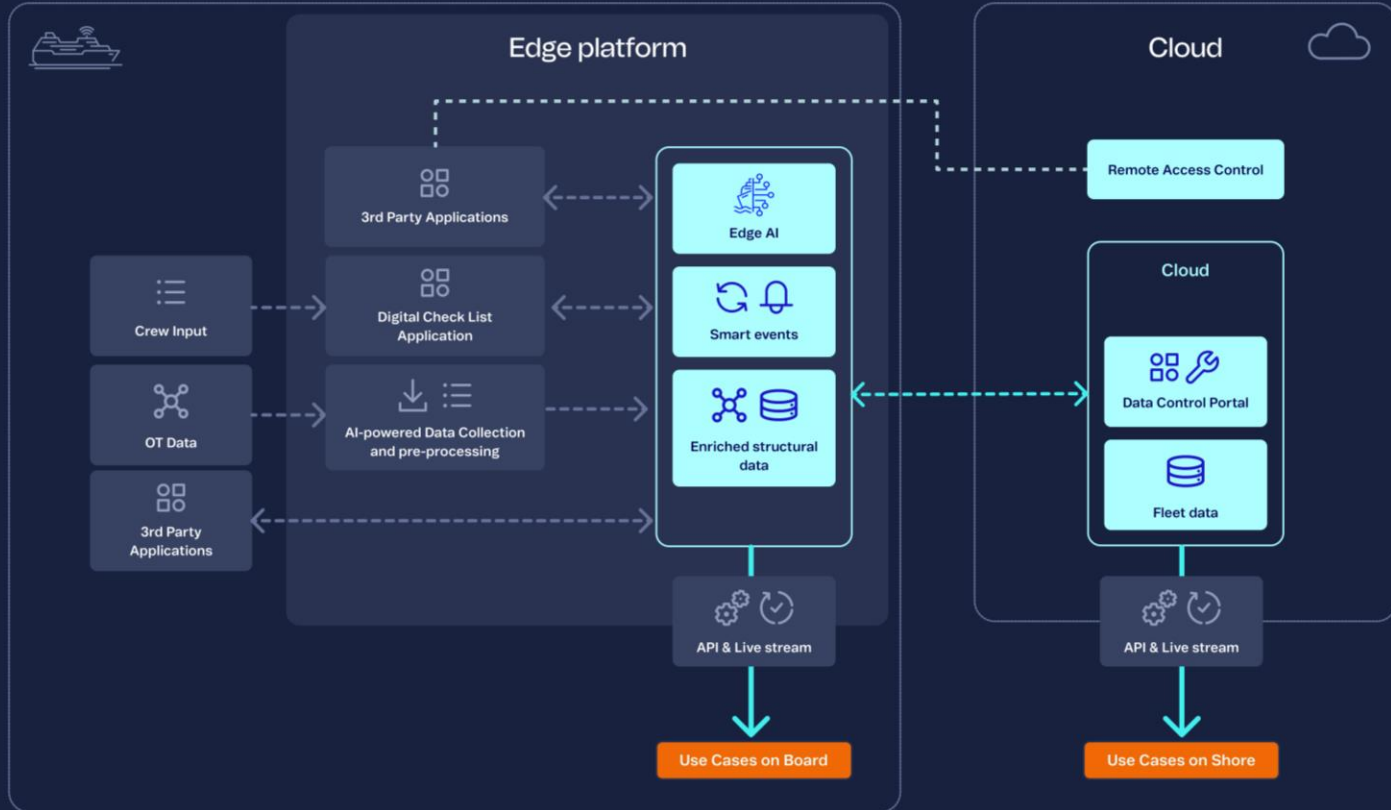


Live data

Data API

- Fuel Voyage Reporting
- Energy Optimization
- Carbon Intensity Indicator
- Service Power Breakdown
- Scrubber Usage
- Smart Maintenance

Telenor Maritime Digital Ecosystem





Thank you

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