



Dry Bulk Shipowner's View on Digitalization

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A new combined ESL-AtoB@C Shipping

Founded

1949

Vessels

49

ESL-AtoB@C combined cargo volume in 2017

16.5 MT

Vessel capacity in 2018

463,000 DWT

ESL-AtoB@C pro forma combined net sales in 2017

160 M€*

ESL-AtoB@C pro forma EBIT-% in 2017

11%*

Drivers for further digitalization in shipping

Competitiveness

Savings

Crewing

Safety

Problems preventing fast development

Regulation and old contracts

Trade unions

High capital requirement

Technology risk

Product life cycle problem

Mobile phones are renewed every year.

Car generations are renewed every 5 years.

Ships have lifespan of 30 years.

How to speed up product development cycle in shipping?

Today too many separate systems onboard

Navigation is the easy part.

Simple cargo vessel has 30-40 separate technical systems in engine room.

All those systems should be made fully automatic, redundant and possibly duplicated. \$\$\$\$\$!

Today you can navigate by remote control but you simply cannot start the ship.

Shipyards not ready for the digital challenge

Old business practices preventing development.

Normal maker list procedure results in cheapest possible selection of separate systems.

Today even normal automation system interfaces seem difficult during commissioning stage.

LNG is too risky or difficult for 95 % of world yards. Who dares to take the commercial risk of autonomous challenge?

Try incremental development instead of giant leaps

Add some digital/autonomous feature providing clear benefits (saving, increased efficiency or both).

Even if your systems are ready the complete ecosystem probably is not.

Giant companies can take giant leaps. Small ones take small steps.

Shipping is also much about your ship's second hand value.

Case ESL & Macgregor: Automatic Bulk Crane

We had a tough start:

“Nobody else than you wants to have this. Labor is too cheap globally”.

But we insisted we needed to have it. Again and again. And again.

And in one year the idea developed into working solution.

Now part of strategic core:
“Cross-industry collaborations bring autonomous future closer”.



Thank you!