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Embrace technology to streamline ship management

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Make the most of planning software to improve efficiency

From Robert Steen Kledal

SIR, in response to comments in the article "Shipping is stubbornly masochistic" (Lloyd's List, January 22), the opportunity presented by technology in streamlining ship management is not yet being universally embraced.

Within the ship supply market specifically, the supply chain for vessel consumables is complex and prices can vary significantly from region to region.

Encouraging the use of enterprise resource planning systems and intelligent software specifically for food items, such as menu planning tools, is crucial to assist the industry in maintaining efficient operations, maximising levels of profitability and securing a competitive advantage to ride out the economic storm.

Budget control and transparency are the two key demands that we see from customers of all sizes around the world and today's software enables this across all procurement processes.

To date, the biggest driver in adopting this has been cost efficiencies.

However, we must also now factor in regulation with the ratification of the Maritime Labour Convention (MLC) 2006.

There now exist intelligent software systems that will deliver genuine value to shipowners and operators, enabling them to concentrate on their core business, reducing the risk of fines, providing a healthy diet for the crew and creating a procurement resource that can be updated in future as further regulation comes online.

Embracing innovative technological developments that can genuinely have a significant positive impact on the bottom line is taking and will continue to take time and resources, as well as changing mindsets.

However, the efficiency results that we see across our customer base as a result of implementing the right software are testament to the benefits of this approach. Facilitating take-up across the industry to enable a more level playing field and higher consumable and nutrition standards for seafarers must become a priority.

Robert Steen Kledal

Managing director

Wrist Ship Supply



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