ShipNetONE Commercial XE Roadmap 2020 & New Products Webinar
Opening Statement

(THIS IS NOT A SALES EVENT)
Agenda

1. ShipNet Business Update
2. The Commercial XE Value Proposition
3. Commercial XE Product Strategy Roadmap
4. The Commercial XE Roadmap 2020
5. New deliverables in 2020 SR1
6. Our Request
ShipNet Business Update
• 2019-20 Year of Change for us- new CEO (Aden Hopkins, who joins us from Lloyd’s Register)
• Lots of focus over the recent past on our technical/PMS/Safety products
• Not been significant investment in/net new functionality added to Commercial and Financial products for several years
• We recognised this, and we are now showing the results of the first wave of effort
• We also know that we’ve previously announced things that haven’t materialised
• As a result I wanted to show that we do deliver by having a webinar after we’d delivered something
• The new things we have launched in SR 1 are:
  • Dashboards
  • Apps for the workspaces
  • A better Voyage Management Solution
• Other things I will talk about today (immediately forthcoming)
  • A Green/Vessel Performance Tool
  • Web-based Commercial tools
(I’m not going to demo all these today- I’d prefer it if you tried them out yourselves)
Accounting and Commercial Product Plan: 2020
Commercial XE is for anyone who is commercially operating ships, either as a vessel operator, charterer or tonnage provider.

Commercial XE enables shipping companies to manage and optimize revenue and vessel utilization with increased insights into all aspects of the commercial management of their vessels.

Unlike other comparable platforms, ShipNet has a strong focus on ensuring full financial insight to your performance whether it is on a vessel, vessel/voyage or company level.
ShipNet Commercial XE Roadmap - 2020

More exciting than our competitors

Today

Comprehensive Commercial Management Product
- Fully featured Voyage Estimator
- Complete Voyage Management solution
- Enhanced dashboards
- Integration with external systems
- Integration with Web/Market Data sources
- Full Noon/Port Reporting solution
- Invoicing solution
- Full multi Company/multi Currency accounting solution

Q2-Q3 2020

Insight and Efficiency Tools
- Cost Management and Analysis Dashboards
- ‘Quick’ Commercial Tools
- Quick Voyage Estimator App
- Demurrage/Laytime Calculator
- Quick Voyage Manager App
- NetPas/Distance Estimator
- Bunker Procurement
- Quick Voyage Task Manager
- …+ many others

Futures

- SaaS
- Web Dashboards
- Mobile Commercial Tools
- Fleet and Vessel Performance Optimization Partnership
To make the product more attractive to customers, we will:

- To make the product more attractive to customers, we will:
- Invest our time and efforts improving the UX/UI (inside and outside the familiar clients)
- Invest our time and efforts in growing the analytics capabilities offered to users
- We will expand the dashboard capabilities
- Introduce business partners with additional tools
- Refresh the Chartering and Voyage Management functionality, leaning it out and making multiple estimates easier to produce and multiple voyages easier to manage
- Bring a Vessel Performance Product (from a partner) into the product set.
- Ensure any new software/functionality will span across three chosen future platforms:
  - Mobile
  - Web
  - ShipNet One Client
- This last point will mean that as we move forwards into 2021, a decision can be taken about a move to a true SaaS/Web/Mobile solution.
Not been significant investment in/net new functionality in Commercial and Financial products for several years
We recognised this, and I was asked to change that.
I bought in knowledge of the customer base from my previous role at ShipNet.
Aim and goal of making the product more appealing
Recognise though, that we’ve previously announced things that haven’t materialised
As a result I wanted to show that we do deliver by having a webinar after we’d bought some new things to you all
The new things we have launched are:
Dashboards
Apps for the workspaces
2020 Commercial Roadmap and Delivery Schedule

**Web/Mobile/ SaaS Offer**

- **q1** PLAN AND PROTOTYPE: Use Dashboards and existing web components to better understand a potential Web/mobile Saas Commercial Suite.
- **q2** CONTINUOUS DELIVERY: New dashboards being delivered on a regular cycle.
- **q3** DELIVER MVP: Aim for a web portal that spans onto Mobile devices.
- **q4** LAUNCH: Mobile Apps and fuller function products.

**Better Dashboards**

- **q1** PLAN AND PROTOTYPE: Identify the functionality that appeals to each type of customer.
- **q2** DELIVER MVP: Initial Launch of VE and VM Dashboards Widgets.
- **q3** LAUNCH: Multiple VE/VM Dashboard Widgets catering to each customer type that also function identically in the Web space.
- **q4** PLAN AND PROTOTYPE: Use Dashboards and existing web components to better understand a potential Web/mobile Saas Commercial Suite.

**New Commercial Tools**

- **q1** DEPLOY MVP: Use Simple interfacing.
- **q2** PR AND GO TO MARKET: Build presence with MVP.
- **q3** PLAN AND PROTOTYPE: Better Integration with Commercial Tools.
- **q4** LAUNCH THE INTEGRATED PRODUCT: Mobile Apps and fuller function products.

**Green/Eco Tool (With partner)**

- **q1** DEPLOY MVP: Use Simple interfacing.
- **q2** PR AND GO TO MARKET: Build presence with MVP.
- **q3** PLAN AND PROTOTYPE: Better Integration with Commercial Tools.
- **q4** LAUNCH THE INTEGRATED PRODUCT: Mobile Apps and fuller function products.
Some things to share: Thinking behind the Product Strategy

Accounting and Commercial Product Plan: 2020

- We will be consolidating around ShipNet One, so upgrade as soon as you can
- Renewed focus on:
  - Analytics/getting value from the data in the system
  - Sharing that data around client organisations
  - Quicker and easier to train new users
  - Quicker and easier processing of common tasks.
  - Better UX/UI
  - Move towards a web-based system (access from anywhere, on any device)
  - Filling product gaps
  - Bringing more partners into the platform

- Aiming for Pareto Product- 20% of the functionality that is used 80% of the time
Product Strategy

Accounting and Commercial

- Increasing requirements for ShipNet to better support modern web access technologies
- Commercial Applications very complex and resist easy porting
- Have had feedback from some clients that Commercial Applications (e.g. VE/VM are too complex - most functionality isn’t needed every day), and that clutters up the UI
- COVID has also shown the limitations of a Client Server architecture for smaller customers - home working and web access now more important than ever (office rents already plummeting worldwide)
- Pareto Product goal (20% of the functionality used 80% of the time) for the browser
- ...Need customer advice and guidance for that goal
Product Strategy

Accounting and Commercial

- Need to better manage the complexity and learning curve of our product, especially as we move into a multi-access world
- We view the Client environment as the repository of all functionality
- We want to produce Apps to move that functionality over piecemeal to the Workspaces
- Can mix and match apps and analytics widgets- draw your own commercial system
- Mobile apps/web presentations will be a drawn from those apps- probably the closest to pareto

Complexity / Functionality

Time (to E.O c2021)
Accounting and Commercial Product Plan: 2020

• Dashboards have been a feature in SN1 for several years
• Originally a ‘one way’ component (info from back end being presented forwards)

• We feel that these aren’t as well utilised across the user base as they could be.

• There are standard dashboards included with ShipNet One, and an editor to allow users to configure their own

• But as a great way to get you started...
Accounting and Commercial Product Plan: 2020

- To change that:
  - Giving several away now – which are designed to help you manage operational costs
  - There's a pack with a further 15 or so available (to buy)
  - We also have a further 3 packs of dashboards for release over the rest of the year, and we do have a deal for all of these.
  - For those of you who don't have ShipNet One, we do include some dashboards when you upgrade.
Accounting and Commercial Product Plan: 2020

- The dashboards allow you to interrogate your data, as well as displaying it in a way that allows users to quickly and easily orient themselves.
- The dashboards in the free pack cover: Bunker costs, port costs and sailing performance.
- Other dashboards cover other aspects of operations and chartering.
- Four packs of dashboards will be released over the course of this year, all offering insight into varying areas of chartering and operations.
- These dashboards will not only help you save costs (i.e. bunkers) but others will offer you insights into chartering, so you can track improvements that will help drive revenue growth.
- Dashboards can be centrally managed, so you can publish the appropriate dashboards to appropriate teams, and they can also be locked down (so people cannot edit the dashboards, and everyone sees the same take on the data).
- Dashboards are editable- so you can tweak those that we provide (or rebuild them into something entirely new).
Dashboards

**NOTE:** Filters to understand historic trends

**NOTE:** Area by Area breakdown

**NOTE:** These controls maximise the chart, or allow export to PDF, JPG or Excel (incl. raw data)

**NOTE:** Drill into where the costs are derived
Accounting and Commercial Product Plan: 2020

• So: previously Dashboards have been used to display data from the back end.

• For SR1 we are bringing out a set of tools that allow you to perform various common tasks without leaving the dashboard itself.

• These Apps let you make estimates and monitor voyages and can be mixed and matched with the traditional analytics dashboard widgets, so users can have a consolidated view of performance alongside the tasks they are working on.

• ‘Draw your own’ Commercial system
Apps: Voyage Estimation

- Build your own commercial Management Solution
- Flexible layout of apps on a dashboard page (or across several pages)
- Can mix and match with Dashboard analytics widgets
- Drag and Drop Supported between apps- Grab a cargo or a vessel and drop it into the estimator.
### Port Overview

<table>
<thead>
<tr>
<th>Ship</th>
<th>Vessel Name</th>
<th>Port Call</th>
<th>Port Type</th>
<th>Days</th>
<th>Arrival</th>
<th>Departure</th>
</tr>
</thead>
<tbody>
<tr>
<td>SHIPNET</td>
<td>KALEIDO LOGISTICS B.V</td>
<td>OLD FERRY WHARF LTD</td>
<td>L</td>
<td>0.50</td>
<td>18/04/2020 10:20 AM</td>
<td>18/04/2020 10:30 AM</td>
</tr>
<tr>
<td>SHIPNET</td>
<td>ABLELITE SHIPMAN LIMITED</td>
<td>ABEAGA AGENCY PTE LTD</td>
<td></td>
<td>0.50</td>
<td>18/04/2020 10:20 AM</td>
<td>18/04/2020 10:30 AM</td>
</tr>
<tr>
<td>SHIPNET</td>
<td>A.M. CORDESINAS CASIO S.A</td>
<td>ARTIUN TRANSPORT AS</td>
<td></td>
<td>0.50</td>
<td>18/04/2020 12:00 AM</td>
<td>18/04/2020 12:00 AM</td>
</tr>
</tbody>
</table>

### Distance Calculator

<table>
<thead>
<tr>
<th>Port</th>
<th>Distance</th>
<th>Speed</th>
<th>Date</th>
<th>Am Date</th>
<th>Dep Date</th>
<th>Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>NAP TA PHIT</td>
<td>0.00</td>
<td>0</td>
<td>06/04/2020</td>
<td>21:00</td>
<td>06/04/2020</td>
<td>21:00</td>
</tr>
<tr>
<td>SINGAPORE</td>
<td>750</td>
<td>2.40</td>
<td>05/04/2020</td>
<td>06:00</td>
<td>05/04/2020</td>
<td>06:00</td>
</tr>
<tr>
<td>VISHAKHAPATNAM</td>
<td>1,574</td>
<td>5.04</td>
<td>05/04/2020</td>
<td>07:00</td>
<td>05/04/2020</td>
<td>07:00</td>
</tr>
<tr>
<td>PUJARRAH</td>
<td>5,577</td>
<td>8.35</td>
<td>05/04/2020</td>
<td>09:19</td>
<td>05/04/2020</td>
<td>09:19</td>
</tr>
</tbody>
</table>
For Operations...

Accounting and Commercial Product Plan: 2020

- We've had a lot of feedback about the usability of Voyage Manager
- Created a completely new mode for more efficient management of voyages - ‘My Voyages’

- To use - just add a voyage to My Voyages using the right click menu from either Position Explorer or Voyage Explorer
My Voyages

- User can add his voyages into Voyage widget
- Fields can be color like in excel
- Port order can be changed using drag and drop.
- On days/ date change remaining ports date will be automatically calculated. Not need of adjust distance/adjust bunker.
- On bunker quantity change, remaining ports bunkers will also be calculated.
- Bunkers, Activities, Facts, Log abstract, tasks, DA etc.. will be shown for voyage, instead of port call. To avoid multiple clicks.
Other Voyage Management Enhancements

- Handy Summary Tab to see the financial results
- Also ShipConnect Apps, giving easy access to the latest reports from vessels, and an additional pane that highlights Schedule Change Notifications received from the Vessel.
Touched upon an Eco-Tool in the roadmap slide, and we also saw some small apps concerning ShipConnect.

(For those of you who do not use Ship Connect it is our web-based SaaS reporting solution.)

We are now able to offer a newer, greener way of managing ongoing voyages in ShipNet One.

This is the first step we are taking in extending what the products do through partnering with selected subject matter experts/specialist companies.

We will look to address other feature gaps in the product set through this approach over the remainder of 2020 and into 2021, by seeking out innovators in specific fields.

Again- if you have specific requests or requirements, reach out and let us know.
Voyage Management in ShipNet One

Estimate created in VE (using new tools) forms the baseline for all subsequent actions.

Voyage instructions generated automatically and sent to master.

ShipConnect collects SOF/Noon reports and transmits them to shore. Error checking and validation ensures good data.

No rekeying needed from Noon Report/SOF. Best available data automatically available in system.

Data drawn from ShipConnect SOF allows (e.g.) better demurrage calculations.

FVPM evaluation available in dashboard.

Data required for FVPM automatically pushed out to partner through API.

Partner Fuel Efficiency ML platform.

Dashboard/My Voyages view of Ops allows Exception Management; New dashboard apps improve UX/UI.

FVPM Partner

= Where new value is being added

Green/Eco Tool (With partner)
Why did we look to bring this to Commercial XE?

- Regulatory Compliance - IMO DCS/ EU MRV both supported
- Reducing Cost of voyages - better understanding fuel efficiency helps drive down bunker costs
- Reducing Cost of Maintenance - identify which maintenance delivers best results - look back through vessel history for periods of lower running costs following (e.g.) Hull cleans, propeller polishes
- Better estimates - use real world data to populate accurate Speed/Fuel tables in the Ship Register, estimating a principal cost of operations more accurately
- No other Commercial Solution supports this functionality
- Zero Capex, Zero rekeying of data
Our Request
Our Request

- We have some very clear leads from customers already, but I would like more discussions on what people think we are
  - Doing well
  - Doing less well
  - Missing entirely

- I would like to meet with each of you individually to go over this feedback, and I will be getting in touch after this session to arrange a meeting to capture these data

- Want to have a continuous, open dialogue about our product and it’s strengths, weaknesses and gaps.
- Want to build a true user community
- Want to deliver more value to all users
- Want to get better feedback on our future platform and direction.

- Want to develop as ambitious a roadmap for the finance product set- please, please contact me to help with this!

- For the next SR, we are continuing to bring new functionality
Q & A – Do you have any questions?
Thank You For Your Time - (And please get in touch!)