

SURFACING IMPACTFUL INSIGHTS in an Ocean of Data

Commercial maritime shipping covers vast distances, moves enormous volumes of commodities, and generates an unprecedented amount of data.

As the size, velocity, and complexity of this ocean of data continues to grow, so does the need for maritime shipping stakeholders to transform it into meaningful insights that can drive real value for the business.

Let's take a closer look at the role of data and insights in the commercial maritime shipping ecosystem.



120 million

data points are generated every day in the maritime industry.¹



\$1.83 billion

is the expected worth of maritime data analytics by 2027.²

Transforming Your Data into MEANINGFUL INSIGHTS

The path to data utilization is a chief strategic priority for owner-operators, commodities traders, and tonnage charterers alike. It can be divided into the following steps.

STANDARDIZATION

Assimilating data that is standardized and ready for analysis.

ACCELERATION

Accessing data and building reports in moments, not hours, in order to derive insights.

UTILIZATION

Using data to make meaningful changes within the organization, and measuring those changes over time.



INTEGRATION

Bringing together data from all parts of the organization and the industry at large.

CONTEXTUALIZATION

Surfacing data where and when they matter most in dashboards, reports, integrated tasks and alerts, and decision support.

Surfacing the Insights that MEAN THE MOST

At the end of the day, it's not about how much data you generate... it's what you do with the data that counts.

Commercial maritime shipping stakeholders on all sides of the contract may generate extraordinary amounts of data, but it's how they use that data to understand, optimize, and enhance performance that is truly transformative. Let's surface the most valuable insights for three primary stakeholders in the commercial maritime shipping ecosystem: Owner-Operators, Commodities Traders, and Tonnage Charterers.

Key Performance Indicators for OWNER-OPERATORS



Speed, Bunker, Freight Sensitivity
Assess the relationship between vessel speed, cargo, and bunker consumption to maximize profit.



Time Charter Expenses
Identify the difference in voyage revenue and profit by surfacing the time charterer expenses incurred.



Voyage Fixtures Report
View all of the charter party terms for cargoes and voyages in your business, in one place.



P&L Variance
Track profit and loss in real time, and compare to your projected return on each voyage.

For owner-operators, understanding expenses, including consumption, matters.



A 5% error in fuel calculations can equate to more than **\$280K LOST PER YEAR, PER VESEL.**³

Key Performance Indicators for COMMODITIES TRADERS



Mark-to-Market Performance
Measure your business's performance against the market at large.



Fuel Exposure
Empower effective hedging with an understanding of your fuel exposure.



Freight Exposure
Evaluate the open risk for your freight against continuous market fluctuations.



Trade Analyses
Assess the impact of the trades you've made—and even the ones you're considering.

For commodities traders, freight and fuel volatility can be challenging to track.



2020 WAS A VOLATILE YEAR—despite that volatility, FFAs, for example, were up 31% over the previous year.⁴

Key Performance Indicators for TONNAGE CHARTERERS



Demurrage Expenses & Port Delays
Understand port traffic, laytime violations, and back-ups—and what they all cost your business.



Activity Times & Variances
Plan for a broad range of activities to prevent unanticipated back-ups.



Laytimes & Variances
Assess the time it takes to load & discharge your tonnage, and plan accordingly when things change.



Trade Analyses
Assess freight availability in the market to identify the best opportunities that meet your business requirements.

For tonnage charterers, understanding maritime supply chain performance is critical.



82% OF MARITIME PROFESSIONALS believe the industry needs to improve supply chain visibility.⁵



With the Veson IMOS Platform (VIP), you'll transform your own ocean of data into value.

The Veson IMOS Platform (VIP) is the maritime shipping world's leading platform for commercial freight and fleet management, serving some of the largest global owner-operators, commodities traders, and tonnage charterers. Focused exclusively on the maritime space, VIP combines proven business logic with an agile, cloud-based architecture that is designed for global access, advanced data sharing, and seamless integration.

But Veson delivers so much more than the platform that propels maritime commerce. We empower maritime shipping professionals to make better decisions by harnessing flexible system integrations, end-to-end data standardization, and dynamic analytics and reports to surface the Veson Performance Indicators (VPIs) they need to realize the full value of their data.

Are you ready to turn your **big data into big value?**

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