

## Sink or swim...

Do you have the right tech to prevail in new maritime challenges?

Seismic shifts in the maritime industry are creating new operational and decision-making challenges. Does your SaaS solution have the right capabilities to keep up?

Below, we describe six factors for success and provide key criteria to look for that will help you achieve each one.

### Score your current solution

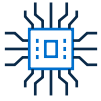
- 1** Rank the **effectiveness** of your current solution's for each key criteria, with 1 being the least effective and 5 being the most effective.
- 2** Rank the **priority** level of each criteria for your organization, with 1 being the lowest priority and 5 being the highest priority.
- 3** Review your scores to evaluate whether you should consider a new solution.

## Solution Effectiveness

1 as least effective and  
5 as most effective

## Priority for Organization

1 as lowest priority and  
5 as highest priority



Establish a strong and scalable digital foundation.

**Connected workflow across  
departments and stakeholders**

**Robust system integration capabilities**

**Expert consultants and implementation  
partners**



Strengthen operational excellence and agility.

**Process standardization**

**Workflow automation**

**Dynamic P&L visibility**



Build data into daily decision-making.

**Access to both real-time and historical  
internal data**

**Access to validated market data**

**Relevant context for data-driven decision  
support**

**Robust, customizable reporting**





Cultivate a culture that embraces and manages change.

**Diverse and innovative client community**

**Goal-oriented client progress reviews**

**Automatic and frequent product updates**



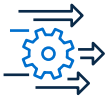
Hand power back to individual stakeholders.

**Solution fit across stakeholders**

**Training and continuing education**

**Anytime, anywhere system access**

**Intuitive interface**



Advance the collective practices of the industry shoulder-to-shoulder.

**Proactively addressing industry challenges**

**Support for both sides of the freight contract**

**Proven expertise in maritime**

**If your Effectiveness column is lacking 4s and 5s, or if your Priority column has a lot of 4s and 5s, it might be time to upgrade your commercial solution.**

Digital differentiation is a journey, not a destination, and we are here to help. Reach out today to discuss your digital strategy with one of our experienced consultants.