

TOP 10 PLACES a Commercial Solution Can Drive Value

Amid the massive scale and complexity of the maritime shipping industry, it can be easy for key stakeholders to become overwhelmed by information overload and let value-driving insights slip through the cracks. And yet, even small workflow gains have the potential to drive significant value.

With the right commercial platform, your organization can tap into the contextual information and connected tools it needs to unlock data-driven value at key points in the maritime shipping workflow.

Let's look at 10 specific ways that the Veson IMOS Platform can drive measurable value for commercial maritime shipping businesses like yours.



P&L Visibility

Instead of waiting until voyage end to capture P&L variance, a dynamic commercial platform enables maritime organizations to easily understand and manage their financial position in real time. The IMOS Platform quantifies estimated and actual variance, enabling businesses to pinpoint its source and take measures to safeguard revenue while they still can.

Key Question: Do you have a sense of P&L and its various drivers during the voyage?



Pre-Fixture Chartering

Fixing the most profitable voyages requires charterers to consider many variables and perform complex calculations in stride. The IMOS Platform delivers automated estimates and calculations that enable charterers to compare different scenarios, confidently predict the cost of every potential voyage, and quickly capitalize on the best opportunities.

Key Question: Are you missing out on better opportunities in the market?



Bunker Procurement

Bunker costs comprise a significant portion of voyage P&L, and maritime shipping organizations require market-linked insight and visibility into purchase history in order to effectively minimize fuel costs. The IMOS Platform's purpose-built bunkering workspace centralizes these insights, empowering bunker management desks to strengthen communication with vessels, improve accuracy, and secure better deals.

Key Question: Is there an opportunity for you to reduce bunker costs? By how much?



Vessel and Cargo Matching

Percentage of laycans met and TCE are two key considerations when compiling schedules. The IMOS Platform takes these variables and uses them to automatically generate optimal scheduling scenarios—saving valuable time, considering every possibility, and matching vessels to cargoes in alignment with the business' objectives.

Key Question: Are you considering every possible scheduling permutation?



Claims Management

Without an effective solution, maritime organizations lack the visibility they require to address every claim in a timely fashion. By providing insight and context around the full range of claim types in one, centralized workspace, the IMOS Platform empowers organizations with complete visibility into claims windows so that they can take advantage of every opportunity, strengthen their negotiation positions, and eliminate the cost of missed claims.

Key Question: Do you ever missed claims windows because of poor visibility or documentation?



Market Exposure

In today's volatile market, it is crucial for maritime businesses to proactively manage their freight and fuel risk. With a market-linked trading and risk workspace, the IMOS Platform provides insight into market fluctuations and exposure, enabling your organization to continuously assess its position, evaluate the potential impact of paper hedges, and consider them when evaluating voyage performance.

Key Question: Do you know how much freight exposure you have at all times?



Mark-to-Market Benchmarking

Maritime shipping organizations require an effective way to measure their financial performance against the market at large. The IMOS Platform dynamically brings together voyage estimates and actuals with external market rates to provide powerful mark-to-market performance insights. This enables organizations to more readily identify measures to improve overall performance in the context of the market at large.

Key Question: Do you know how you are performing against the market at large?



Voyage Management

Having a complete, up-to-date picture is imperative to optimize decision-making over the course of a voyage. By automating data collection and standardizing information around location, ETA, consumption, and other key variables for each voyage, the IMOS Platform ensures that all stakeholders remain in the loop, equipped with the insights they need to make the most informed decisions.

Key Question: Can you address opportunities to improve voyage performance before it's too late?



Contract Management

Complex maritime contracts must be carefully managed from creation through execution. The IMOS Platform streamlines and simplifies contract management, feeding details between chartering, operations, and financials to support the fulfillment of each and every contract and cut down on costly information gaps.

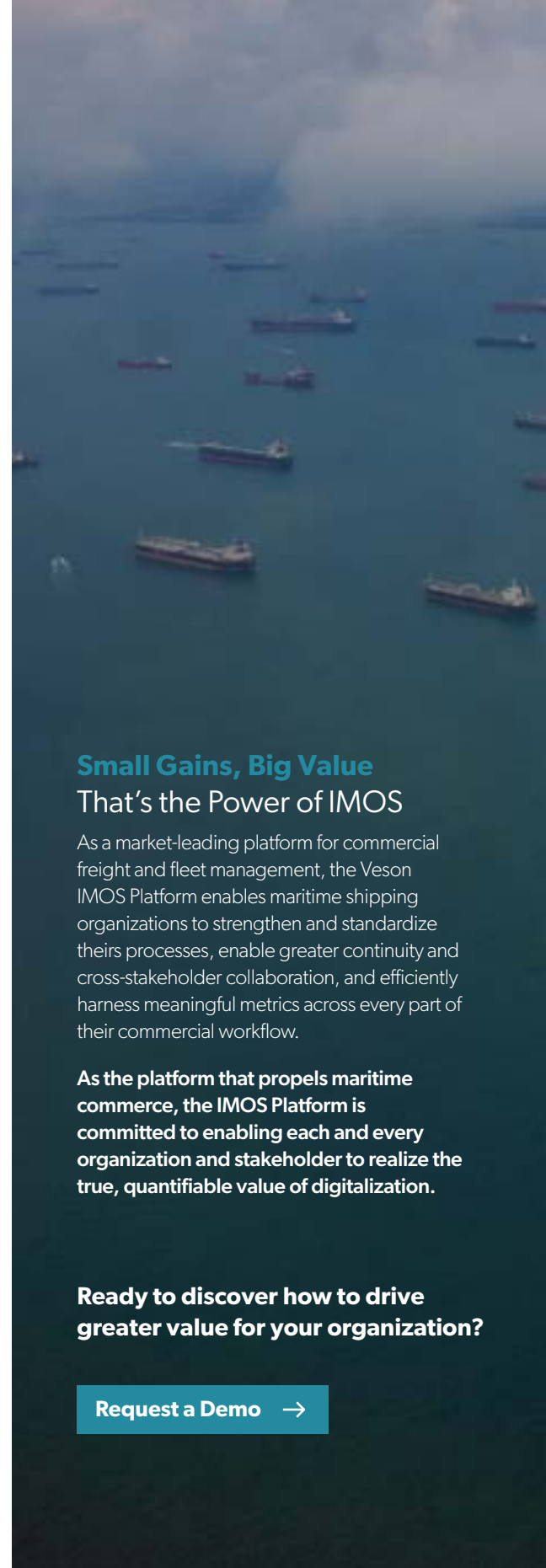
Key Question: Are voyage chartering, operations, and accounting all on the same page?



Integration and Standardization

The IMOS Platform takes insights from every part of the organization, standardizes them in a decision-ready format, and makes them readily available to key decision makers so they can make the greatest impact. With strong, cross-system integrations and robust analytical tools, the IMOS Platform eliminates information gaps and makes KPIs readily available to charterers, operators, financial professionals, and freight traders where and when they need them most.

Key Question: How much are information gaps costing you?



Small Gains, Big Value That's the Power of IMOS

As a market-leading platform for commercial freight and fleet management, the Veson IMOS Platform enables maritime shipping organizations to strengthen and standardize their processes, enable greater continuity and cross-stakeholder collaboration, and efficiently harness meaningful metrics across every part of their commercial workflow.

As the platform that propels maritime commerce, the IMOS Platform is committed to enabling each and every organization and stakeholder to realize the true, quantifiable value of digitalization.

Ready to discover how to drive greater value for your organization?

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