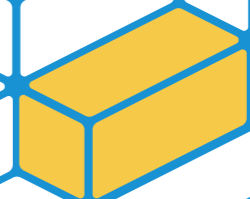


# How to find value in visibility?

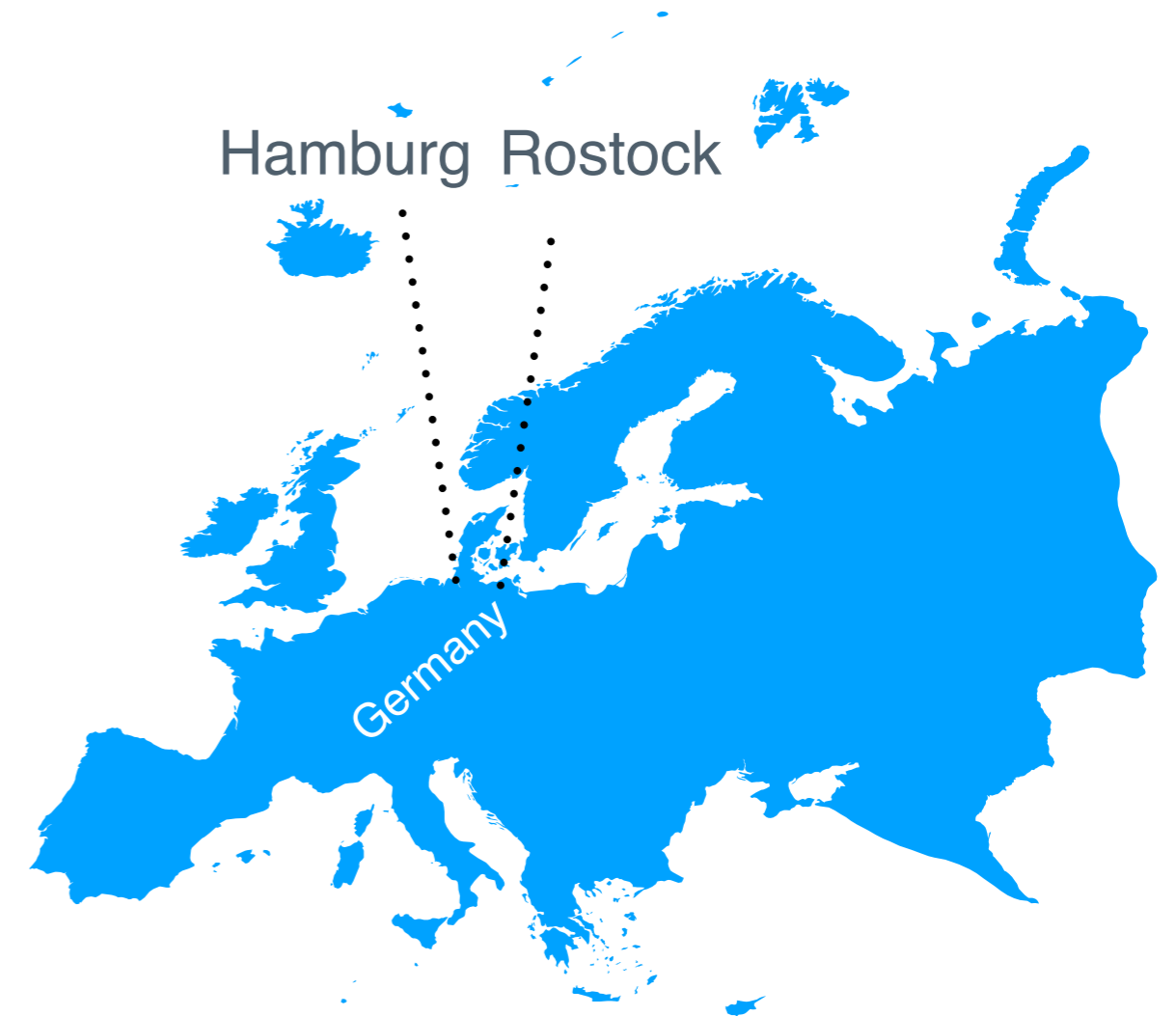
Robin Jaacks // Chief Commercial Officer



# About Ocean Insights



<p><b>72</b> Employees</p>	<p><b>4/5</b> of the world's largest Ocean Freight Forwarders rely on OI services</p>
<p><b>30</b> Countries where OI has customers</p>	<p><b>2017</b> Year Ocean Insights became profitable</p>

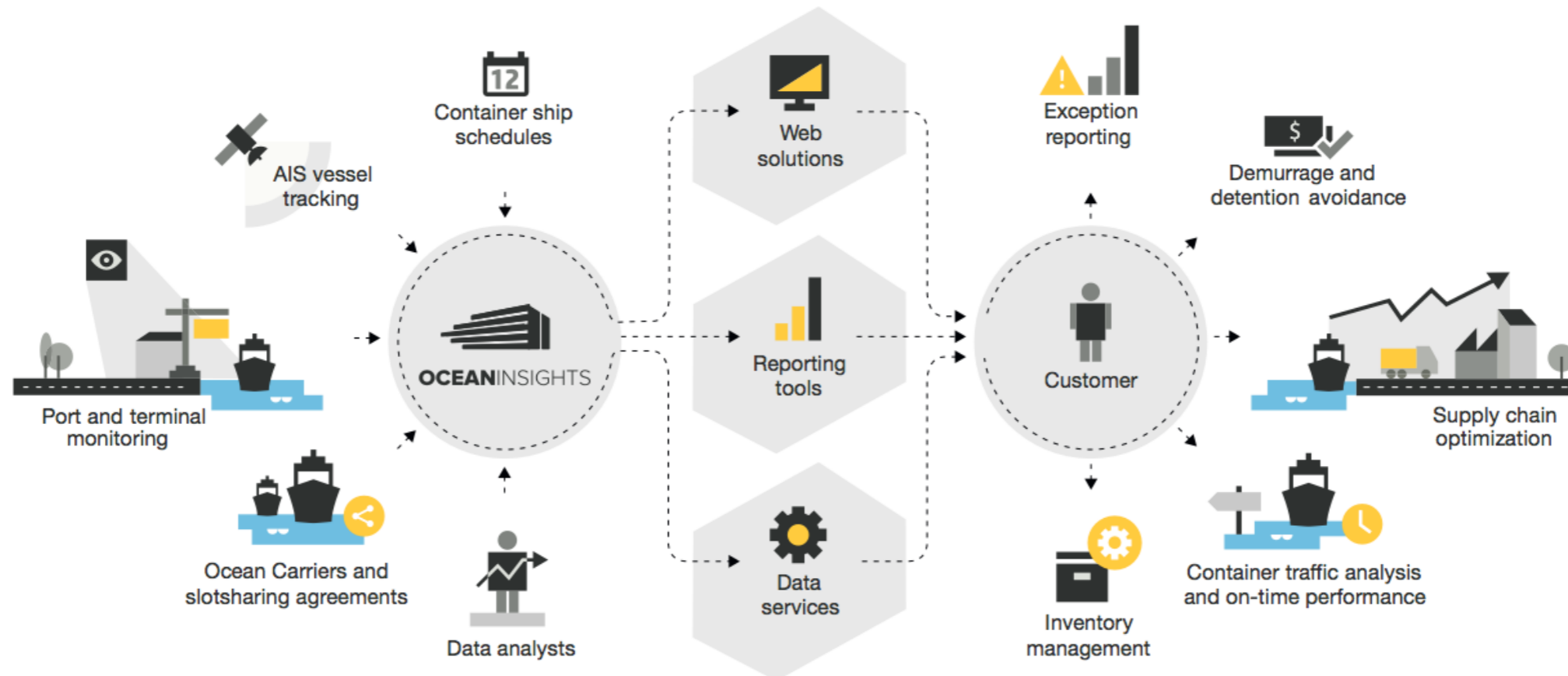


# What is Visibility?



Visibility

Position Data  
Exception Management  
Predictions  
Prescriptive Analytics



# ETA Predictions



## OI prediction

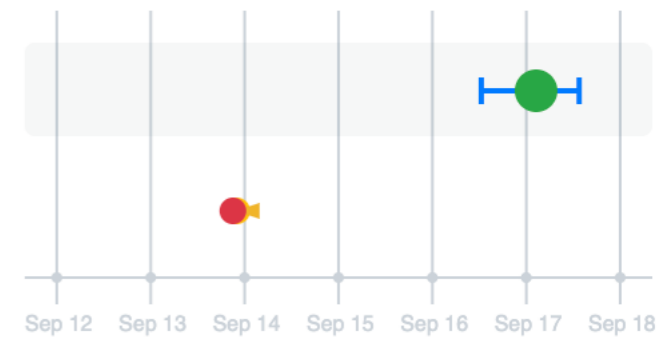
Deviation

**Prediction 3 days behind schedule!**

Prediction based on previous rotations of the same vessel

- Time with highest probability  
2019-09-17 02:30
- Time interval with 95% probability between:  
2019-09-16 12:30 - 2019-09-17 13:30

- Initially planned date by carrier  
2019-09-13 22:00
- Last planning date by carrier  
2019-09-13 21:00



# Business Case: Inventory Optimization

ETA predictions can increase the planning accuracy.



# Business Case: Crisis Intervention

Q Search **Bloomberg**

Markets  
**Hanjin Ships Get Stranded in High Seas, Roiling Supply Chain**

Kyunghee Park, James Nash and Jungah Lee  
1. September 2016, 05:09 MESZ Updated on 1. September 2016, 23:35 MESZ

Q Search **Bloomberg**

Business  
**270 Containers Fell Off a Ship, and Now Toxic Cargo Is Washing Up on Shore**

THE ASSOCIATED PRESS

Within minutes of an ocean related crisis situation Ocean Insights proactively provides customers with a crisis assessment — „are my shipments affected, who needs to be notified?“



**BUSINESS**

## China's Cosco Shipping Hit by Cyberattack in U.S.

The attack comes shortly after Cosco took over Orient Overseas Container Lines, gaining control over a large Long Beach container terminal

**LOGISTICS REPORT**

## Ship Operators Raise Alarms Over String of Vessel Fires

Companies point to mislabeled, mishandled dangerous goods as likely source of unusual spate of fiery, costly incidents since last year

