

# SEACRAFT IT

V1 Q2 2026



## ALIGNMENT AT AMBASSADOR CRUISE LINE

The importance of integration and flexibility for a growing business

### ULTRABULK

Nudging improvements in fuel & emissions

### CORDELL BEAUMONT

What the maritime sector needs

### LUFTHANSA INDUSTRY SOLUTIONS

Making the ocean a safer place

### CELESTYAL CRUISES

Giving passengers the power to buy

### SEABER

AI improves fleet utilization and scheduling

### SEACRAFT IT

Applying a successful formula to a related market

# COMMENT

WORDS: GAYLE MARDELL

## SEACRAFT IT: How maritime IT works and where to find it.

Editorial Team

**Gayle Maddell**

Director

E-mail: [gayle@seacraftit.com](mailto:gayle@seacraftit.com)

Telephone: +34 628 334 096

**Michel Kruijff**

Director

E-mail: [michel@seacraftit.com](mailto:michel@seacraftit.com)

**Ed Haskey**

Director

E-mail: [ed.haskey@seacraftit.com](mailto:ed.haskey@seacraftit.com)

**John Hancock**

Copy Editor/Contributor

E-mail: [john@seacraftit.com](mailto:john@seacraftit.com)

**Dean Cook**

Production

E-mail: [deancook@magazineproduction.com](mailto:deancook@magazineproduction.com)

Website: [www.seacraftit.com](http://www.seacraftit.com)

Email: [info@seacraftit.com](mailto:info@seacraftit.com)

**SeacraftIT** is published bi-monthly and is an affiliate of Aircraft Commerce and part of the AviationNextGen Ltd group. The entire contents within this publication © Copyright 2026 AviationNextGen Ltd an independent publication and not affiliated with any of the IT vendors or suppliers. Content may not be reproduced without the strict written agreement of the publisher.

The views and opinions expressed in this publication are the views of the authors and do not necessarily reflect the views or policies of their companies or of the publisher. The publisher does not guarantee the source, originality, accuracy, completeness or reliability of any statement, information, data, finding, interpretation, advice, opinion, or view presented.

**As recent events in the Middle East starkly demonstrate, shipping is an incredibly important component in the global economy. Its more than 100,000 vessels move over 80 percent of the world's cargo trade as well as serving the growing cruise sector.**

However, because of communications difficulties at sea, the sector has not, until recently, been able to take full advantage of IT capabilities. But now, satellite communications have opened shipping to the latest IT developments such as data-driven digital solutions, artificial intelligence and machine learning (AI & ML), and Cloud-based software solutions. That makes now a perfect time to establish a platform where ship owners and operators can survey the IT market for software solutions to address challenges facing the sector as well as opening access to new opportunities for safety, efficiency, cost management and compliance with the growing number of regulations that impact shipping.

With a comprehensive website, vendor webinars where solution suppliers will set out their products, and conferences where shipping owners and operators will share their own IT experiences and IT vendors will offer demos, it is with some pride that we introduce the first issue of the quarterly eJournal Seacraft IT. The idea is not entirely new, coming from the same stable as Aircraft IT, a successful platform and service for commercial aviation, established for fifteen years. In this inaugural issue of Seacraft IT we cover a range of

examples of IT solutions supporting shipping.

Looking across the sector, Cordell Beaumont's Callum Beaumont reflects on attitudes and approaches to technology and what sort of people that will need in the future. From Ultrabulk, you can read how the application of behavioral science from Signal is reducing fuel costs and emissions by engaging crews on chartered vessels in improved processes. In a similar vein, Seaber, a leading vendor of planning software, explains how a shipping business has applied AI to improve voyage scheduling and vessel utilization.

From Ambassador Cruise Line, you can read how a young business is applying technology and what they look for in a partner for IT programs. Also in the Cruise sector, we have how a successful Hotel IT solution from SuitePad is now moving into the cruise market and how Celestyal is using it to modernize its passengers' experience. Lufthansa Industry Solutions writes about their digital twin technology and how it can add real value in managing the ship with a powerful example of how it can improve performance in man overboard events. Finally, our Director, Ed Haskey, explains how Seacraft IT will benefit the sector and its origins with Aircraft IT.

There is also a round-up of news and technology developments, and the comprehensive 'Maritime Software Directory'. Seacraft IT puts you in touch with the growing world of maritime IT solutions.



## WHAT'S IN THIS ISSUE OF SEACRAFT IT

### **04 NEWS: The latest technology updates and developments in the marine IT market.**

#### **Marine and Shipping Software directory**

A detailed look at the world's leading Maritime IT systems.

### **14 ARTICLE: Seacraft IT takes to the oceans**

#### **Ed Haskey, Director Seacraft IT**

The shipping sector is about to benefit from a successful formula that has already succeeded for another prime global transport sector.

### **16 CASE STUDY: Keeping it all together for Ambassador Cruise Line**

#### **Ryan Simpson, Head of Technology, Ambassador Cruise Line**

How a young entrant in the Cruise market is using technology to distinguish its service and ensuring that vendor relationships matter.

### **24 CASE STUDY: A shipping business made savings and improved utilization**

#### **Amanda Aho Vanhatapio, Customer Success Manager, Seaber**

How a shipping business manages to improve the utilization and scheduling of the fleet by using AI-powered planning software.

### **30 CASE STUDY: The changing maritime sector**

#### **Callum Beaumont, Founder of Cordell Beaumont**

How the maritime market's attitudes and approach to technology and software development is evolving.

### **36 CASE STUDY: From hotels to the high seas: digitizing passenger experience at Celestyal**

#### **Eduardo Aranda, Chief Strategy & Transformation Officer at Celestyal, and Anna Hopp, Head of Marketing, SuitePad**

Celestyal brings cruise associated opportunities right up-to-date with a digital guest tablet that offers much more than a paper directory.

### **42 CASE STUDY: INTRODUCING...**

#### **Lufthansa Industry Solutions' Digital Twin**

#### **Dr. Gerald Däuble, Head of LHIND Digital Twin**

Dealing with a number of requirements with one solution is the dream: a digital twin is that solution. Here's how.

### **48 CASE STUDY: Ultrabulk realizes the Human Dividend**

#### **Words: Oskar Fabricius, CFO at Ultrabulk**

Ultrabulk has implemented a solution based on behavioral science in order to help crews do what is needed for fuel and emissions efficiency.

### **52 Software directory**

A detailed look at the world's leading IT systems.

# A summary of the latest developments in Maritime IT software and systems

**At Seacraft IT our mission is to inform ship owners and operators, and seafarers about IT opportunities and solutions for the maritime sector. At the heart of that are the IT developers and vendors on our Vendor Panel. Their expertise, innovation and experience are what drive maritime IT forward and so we are particularly pleased to welcome nine great vendors to the platform.**

**AEI Communications** — As a world leading supplier of telephones for hospitality, hotel, business, and cruise line industries, AEI Communications is a US-based corporation that designs and manufactures all products in its own factory and operations. They provide IP phones with USB charging, emergency call features, customizable designs, and proprietary software including SuiteKeeper (controls up to 15 IP phones with one SIP license), IMM monitoring software (24/7 real-time phone status monitoring), and Emergency Broadcast functionality for simultaneous messaging to all phones.

**Kaiko Systems** — With an AI-powered platform for ship managers and owners, Kaiko Systems provides end-to-end digitization of frontline workflows and vessel health monitoring, and is trusted by more than 1000 vessels globally. The platform includes smartphone-based mobile app for crew inspections and maintenance, cloud dashboard for shore-side management, and AI analytics for automated data verification and structuring. Kaiko Systems helps identify off-hire risks early, improve safety regime thoroughness, enhance fleet performance, and ensure SIRE 2.0 compliance. The



solution automates routine tasks allowing skilled personnel to focus on high-value activities.

**Lufthansa Industry Solutions (LHIND)** offers converged Network Solutions — Stable networks, fail-safe communication, and secure data paths between land and ship. Their convergent systems form the basis for successfully operating digital applications, from planning to implementation. The LHIND Digital Twin's core functionality is the interaction with and integration of user-relevant information in intuitive ways along the mental model of users. This also empowers non-data-savvy users to make use of complex state-of-the-art technology.

The Man Overboard Detection & Notification System combines advanced sensors, intelligent data integration, and

intuitive visualization, enabling rescue teams to act quickly and effectively when every second counts.

Rescue equals Detect x Localization.

**M3 Solutions** is a fully customizable hardware and software platform for managing, updating, and securing fleets of mobile devices. It serves aerospace (aircraft maintenance documentation), military (secure MRO and training), and healthcare (patient care and confidential records) industries. The platform ensures zero-touch operation through automated content updates, OS and app deployments, and preventative monitoring. It reduces operational costs by 80%, provides 100% predictability with real-time updates, enables three times faster deployment, and integrates with existing MDM tools and IT partners for comprehensive device control

across organizations.

**Seaber** is an independent Finnish maritime SaaS company founded in 2017 and focused on reducing shipping inefficiencies and environmental impact through digitalization. The platform provides data-driven insights using predictive AI to help shipowners, charterers, and commodity traders optimize fleet TCE, cargo delivery, and vessel utilization. Seaber features seamless workflow, complex cargo matching, and automated data integration from voyage management systems. It helps reduce unnecessary port waiting time, minimize ballast voyages, improve asset utilization and profitability, and reduce fuel consumption and emissions. Seaber serves bulk and breakbulk shipping sectors with market-leading algorithms and multi-scenario KPI-driven comparisons.

**Signal** is a behavioral change service that helps the maritime and aviation industries reduce carbon emissions by motivating operators to make more fuel-efficient decisions. Combining behavioural insights with data science, Signal engages crews of pilots, captains, and chief engineers in fuel-saving actions seamlessly within their operations. Its software and communication tools integrate evidence-based behaviour change techniques that prioritize personalization, autonomy, and safety while encouraging seafarers to act on their opportunities and improve fuel performance at sea. To date, Signal has helped aviation and shipping customers save over \$30 million in fuel costs and avoid over 125,000 metric tonnes of CO<sub>2</sub> emissions.

**SmartSea** delivers an integrated maritime management platform (IMMP) and a comprehensive portfolio of infrastructure, cybersecurity, and digital integration services. The platform connects vessels, ports, and shore organizations to streamline operations, improve safety, and enable data driven decision making across the fleet lifecycle. SmartSea helps shipowners and operators modernize legacy environments by standardizing connectivity, hardening cyber defenses, and consolidating operational data into a secure, cloud enabled environment. Services span network design, IT and OT integration, monitoring, and managed security tailored to maritime requirements. With its roots in aviation, SmartSea focuses on high availability, global coverage, and regulatory compliance while supporting decarbonization and digital transformation initiatives.

**SuitePad** — Europe's leading provider of digital guest communication systems for the hotel industry, Berlin-based SuitePad was founded in 2012 and now has over 60 employees.

SuitePad provides tablets specifically designed for hotel rooms that serve as digitalized guest directories with enhanced communication capabilities. Equipped in over 1,000 hotels and more than 60,000 hotel rooms worldwide. Guests can book spa appointments, order room service, book activities, and access hotel information through tablets. The backend system allows hotel staff to send push notifications directly to guest rooms for interactive upselling. Suitepad centralizes hotel services and brings digital communication between hoteliers and guests to a new level. The service is now being taken up in the Cruise market which has many of the same features and needs as hotels and hotel guests.

**Tilla Technologies** provides an AI-powered platform to digitize and automate the full crew change process in commercial shipping. Over 500 vessels currently using the platform which integrates all relevant data sources including voyage schedules, crew details, port agency data, real-time flight information, and travel requirements. It covers the complete crew change process from planning through automated flight management, invoice management, and reporting. Tilla Technologies seamlessly integrates with existing crew management systems. The system reduces crew change costs by up to 24 percent and saves up to 40 percent in time for ship managers. Tilla Technologies is backed by €2m in funding.

**DNSFilter** provides AI-powered cybersecurity for maritime networks, protecting passenger Wi-Fi, crew devices, and shipboard systems. Its DNS-layer security prevents threats before they reach users, helping fleets maintain IMO compliance and operational resilience across vessels and global connections. As a cybersecurity company DNSFilter supports large organizations, including cruise line and shipping companies such as MSC. DNSFilter's AI-driven content filtering and threat protection blocks threats on crew devices, guest Wi-Fi, and on legacy technology. Unlike reactive security tools, DNSFilter prevents threats before they reach users — whether on land or at sea.

Welcoming the vendors to the Seacraft IT Vendor Panel, Gayle Mardell, Director of Seacraft IT stated, "As a platform dedicated to maritime IT, we could not have wished for a better start. These first group of vendors will ensure that Seacraft IT starts with some of the best maritime IT brains and experience to inform our users and readers."

## Exmar invests in AI-powered crew change platform



**Maritime tech start-up Tilla announced in late January 2026 that it has closed a EUR2 million funding round to expand its crewing logistics platform. The latest round of funding for Berlin-headquartered Tilla was led by Singapore-based maritime venture capital fund Motion Ventures and included a strategic investment by Belgian shipping company Exmar owned by the Saverys family.**

The new round of funding brings Tilla's total to EUR4 million since 2021. With the latest funding Tilla plans to expand into the Mediterranean and Asia — Pacific markets and rapidly scale up its team.

"The involvement of Motion Ventures and Exmar provides more than just financial support: Their deep maritime expertise and global networks are a key asset, reinforcing Tilla's credibility and market position as it aims to become the world's leading end-to-end platform for crew change management," Tilla said.



Tilla aims to modernize and digitize the crew change process which it estimates costs the industry \$12 billion annually and remains largely a manual process. Niklas Weidmann, Co-Founder and Managing Director of Tilla, said "Our ambition is to become the global market leader and ultimately optimize every step of every crew change, everywhere in the world. The funding will help us get there."

The start-up claims that by using its AI-powered platform ship managers can reduce costs by up to 24 percent and time savings of 40 percent. To date Tilla has facilitated more than 35,000 crew trips and clients include Peter Döhle Schiffsahrts-KG, Essberger, Stödig Shipmanagement, Wilson, Exmar, and Seatrade.

Ariane Saverys, Deputy Chief Operating Officer of new investor Exmar, commented: "After integrating Tilla's platform into our own operations, we were impressed by its impact and the team's expertise. Investing in Tilla reflects our confidence in their future and the value they bring to maritime crew logistics worldwide."

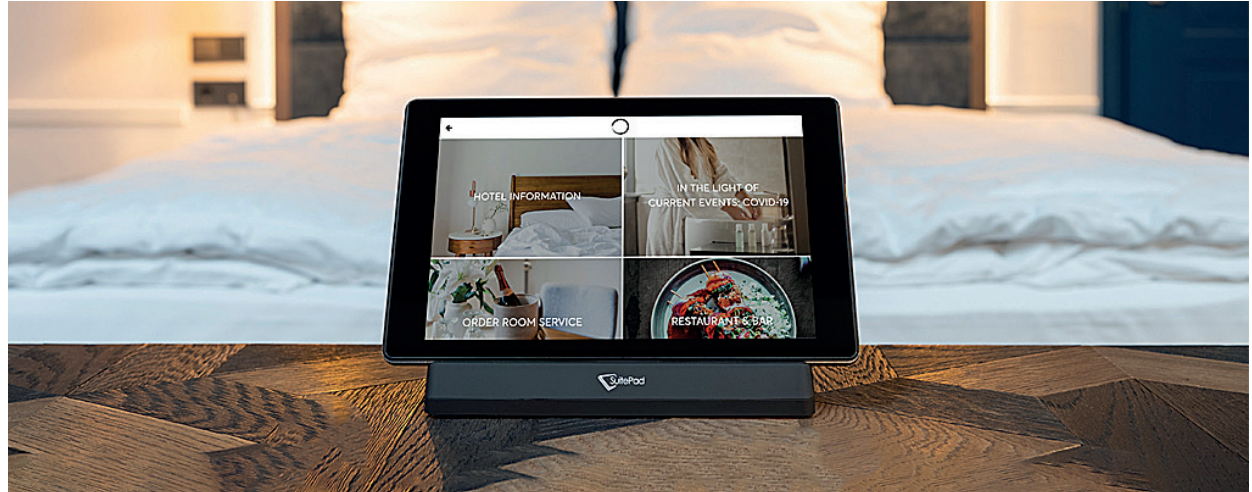
# SuitePad has been named Best In-Room Tablets at the 2026 HotelTechAwards

Right at the end of January 2026, SuitePad was named Best In-Room Tablets at the 2026 HotelTechAwards by HotelTechReport, marking the seventh consecutive year the company has led its category. More than a milestone, the recognition reflects long-term trust from hospitality partners worldwide, built on consistency, adaptability, and everyday usability.

Over the years, in-room technology has evolved from a digital replacement for printed guest directories into a core communication channel that supports service requests, on-property revenue, and operational efficiency. SuitePad's continued leadership mirrors this development, evolving alongside hotels while remaining reliable in daily operations, even as guest expectations and operational demands increase.

The HotelTechAwards are based on verified hotelier reviews and independent performance data, including integration compatibility, market adoption, organizational health, partner ecosystem strength, and quality of customer support. With millions of hospitality professionals relying on HotelTechReport each year, the awards are widely regarded as one of the most trusted benchmarks in hotel technology.

SuitePad's continued presence at the top of the category is closely tied to how the product is developed and refined. Feedback from hotel teams is used as ongoing input, helping prioritize adjustments



and additions that support daily use, rather than introducing change for its own sake. This focus on steady, practical improvement is reflected in how hotels describe their long-term experience with SuitePad:

“We’ve been using SuitePad tablets for many years now and are completely satisfied. Everything works reliably, the operation is intuitive, and the devices are simply incredibly practical.

- Long-term experience: In use for years without any problems or failures.
- User-friendly: Clear interface, easy handling for guests and staff.
- Reliability: Always stable and fast, whether for information, service, or entertainment.

• Added value: The tablets are not just a technical gadget, but a real asset to our daily operations and our guests. We can wholeheartedly recommend SuitePad tablets.” — *Budget Hotel in Trento, Italy*

This balance between reliability and innovation has shaped SuitePad's product philosophy from the beginning.

“Winning once shows momentum. Winning seven times shows reliability,” says Moritz von Petersdorff-Campen, Co-Founder and Managing Director of SuitePad. “Hotels value solutions they can depend on, but also ones that continue to improve based on real feedback and industry changes. This award reflects the long-term partnerships we’ve built by

listening carefully and evolving thoughtfully.”

As hotels and cruise lines deal with changing guest expectations, staffing challenges, and tighter budgets, reliability and ease of use remain important factors when choosing technology. SuitePad's seventh consecutive HotelTechAward reflects how these priorities continue to matter to hotels.

**SuitePad** is the leading provider of in-room tablets in the hotel and cruise line industry. The award-winning solution combines a guest directory, booking tool, phone, TV control, and more in one device. In January 2025, the Berlin-based company was awarded the HotelTechAward “Best Guest Room Tablet” for the seventh consecutive time.

# From Digitalization to Automation: 2026 will redefine maritime operations

**At the beginning of February 2026, Kaiko Systems declared that 2025 had marked a major leap forward in maritime digitalization, driven by rapid advances in AI and a surge in tools supporting compliance and operational efficiency. But the wider shift happening across global industries goes far beyond adopting new software. In accounting, property management, transportation, legal, IT services and wealth management, we are now seeing a new kind of consolidation: AI-native, large-scale service companies. Venture and private equity funds are acquiring dozens of fragmented service providers, placing them onto unified AI operating systems, and operating them at dramatically higher levels of productivity, consistency and margin than traditional players. These AI-native platforms are already overtaking incumbents in cost, speed and reliability.**

Maritime is not exempt from what is reshaping the rest of the service economy. Our sector shares the same characteristics as those undergoing consolidation today: highly fragmented structures, people-intensive operations, heavy compliance workloads, and wide variability in process execution. Traditional consolidation is already well underway, but the next competitive pressure will come from operators who embrace data standardization and AI automation far earlier and more decisively than the rest of the market. The message is becoming increasingly clear: companies must become streamlined, interoperable and AI-assisted — or risk being absorbed into more efficient, AI-native



platforms as the industry evolves.

The IMO's decision to delay its Net Zero Framework has also shifted attention back toward core operational fundamentals. While sustainability remains essential, there is renewed focus on the basics: safe operations, high-quality training, and digital tools that genuinely empower and protect seafarers. The next five years will be defined by AI-driven productivity gains and interoperability between ship and shore, reducing time spent on routine administration and enabling humans to focus on decisions that impact safety, availability and cost. Crucially, AI is not here to replace crew members. It is here to support them, remove administrative friction, and strengthen confidence in judgment.

Over the past year, growing proof points have shifted the adoption curve. With improved connectivity, new standards, and rising expectations through frameworks like SIRE 2.0 and RightShip, companies are gaining confidence because digital tools now demonstrate clear, measurable ROI. When technology fits real operational workflows, maritime adopts quickly — something we have seen repeatedly whenever solutions genuinely save time, reduce risk or pay for themselves. The task

for 2026 is ensuring that late adopters can onboard without disruption, through turnkey rollouts, offline-capable systems and full visibility for crews and shore teams alike.

Regulation will continue to raise minimum standards, but it rarely drives transformation alone. True progress depends on leadership: sharing best practices, highlighting peers' successes, and demonstrating with evidence what effective digitalization looks like in day-to-day operations. As we move into 2026, the shift will no longer be about digitizing paperwork but about automating work. AI will shoulder administrative weight onboard and ashore, enabling continuous readiness, risk- and cost-based maintenance planning, and far greater visibility into human factors such as corrosion patterns, behavioral trends and recurring operational gaps. This is where the industry will see the most meaningful gains: fewer surprises, stronger planning horizons, and more time allocated to real operational work.

Connectivity improvements and mounting compliance pressures have already pushed many leaders from document-based to data-driven operations. Data is increasingly being used to target maintenance, forecast risks, and evaluate readiness with far greater precision. Yet major challenges remain —

fragmented systems, duplicate workflows, inconsistent onboard adoption, and significant administrative burden for technical teams. These gaps create real risk, as well as an opportunity: the companies that solve them first will set the operational benchmark for the decade.

The path forward lies in standardizing how data is collected, interpreted and shared — from observations and defect reports to photographic evidence and structured analytics. The goal is not simply to collect more information, but to ensure that data leads to better decisions and better outcomes. As other industries have shown, the organizations that embrace automation and AI-supported operations will widen the efficiency gap quickly, creating competitive pressure that slower adopters will struggle to match.

Maritime now stands at the same inflection point as many other service sectors. The coming years will reward companies that build interoperable, AI-assisted operating models and penalize those that cling to manual, inconsistent processes. The industry has a choice: evolve into streamlined, data-driven platforms or risk being consolidated into those who already have. But the essence of progress remains unchanged. We win only when crews and technical managers win; when workflows become clearer, surprises become fewer, and people have more time for real operational work. This is the next wave of maritime innovation, and 2026 will bring it firmly into view.

— *Fabian Fúsek, Co-Founder and CEO of Kaiko Systems*

# How Seaber is using LLMs to bring structure, speed, and insight to maritime data

## Three new LLM-powered features that turn messy maritime data into actionable insights

AI has generated a lot of excitement in the maritime world, but cutting through the hype to find practical, high-value applications isn't always straightforward. Seaber believes the most impactful uses of Large Language Models (LLMs) right now aren't magic 'agents' running the business — they're tools that help people work faster and make better decisions by solving long-standing data problems.

Seaber announced at the end of January 2026 that, in recent months, it's introduced three new LLM-powered features that address exactly these challenges: Cargo dictation and automatic form filling; Spreadsheet data normalization; Port and commodity name mapping in external API data.

All three share the same goal: turning unstructured or inconsistent information into clean, actionable, system-ready data. Let's dive into each of them.

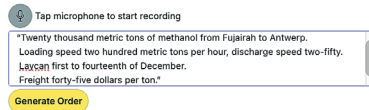
### 1. Voice-to-cargo: dictate a cargo and turn it instantly into structured data

Chartering managers often work on the move — between calls, reviewing lists, checking the market, talking to brokers. Many have told Seaber: "I just want to quickly capture a potential cargo without typing everything out." Seaber's new cargo dictation tool solves exactly that. Whether on mobile or

desktop, a user can simply speak: "Twenty thousand metric tons of methanol from Fujairah to Antwerp. Loading speed two hundred metric tons per hour, discharge speed two-fifty. Laycan first to fourteenth of December. Freight forty-five dollars per ton."

Seaber's LLM transcribes and interprets the spoken sentence, extracts every relevant data point, and automatically fills in the cargo form inside Seaber. The user simply checks the fields and saves. This does two things immediately: Reduces manual entry time (especially on mobile, where typing is slow); Eliminates formatting errors or missing fields. And as soon as the cargo is saved, the system can automatically: Suggest candidate vessels in your fleet; Highlight voyages where the cargo could be included; Show potential TCE impacts.

One short dictation becomes a fully evaluated opportunity in seconds.



### 2. Automatic normalization of messy spreadsheets

In real operations, cargo lists rarely come in a clean, machine-readable format. Teams share spreadsheets with inconsistencies and errors.

Our new LLM-based spreadsheet normalizer allows users to upload any spreadsheet—no matter how chaotic—and

have it automatically interpreted and mapped to Seaber's internal cargo schema. The LLM model is self-hosted to ensure privacy of sensitive data. This replaces hours of manual cleanup with a simple upload-and-confirm workflow.

### 3. Normalizing port and commodity names from external APIs

Even when data comes from a structured API, naming is rarely consistent. One provider may use 'Fujairah', another 'FOJ', another 'Port of Fujayrah'. Commodities are even messier: 'Methanol', 'MEOH', 'Methylic Alcohol', 'MeOH (Bulk)'.

Seaber's LLM-powered alias mapper continuously cleans and aligns incoming data from external sources by: Normalizing spelling variations; Recognizing synonyms; Mapping API values to internal Seaber definitions; Highlighting uncertain or ambiguous matches.

Users remain in control: they can review, validate, or reject these mappings. Transparency is built in, and every assumption the model makes is visible to the user. This ensures that external data streams can be consumed reliably without building and maintaining huge hard-coded dictionaries.

Commodity	Quantity	Origin	Unit
Methanol	20000	MET	
Discharge port			
FUJAIRAH, United Arab E...	ANTWERP, Belgium, ANR		
Other Name	Other remarks		
FMSABR-192300000-1			
Earliest loading	Latest loading	Earliest discharging	Latest discharging
01.12.2025 00:00	14.12.2025 00:00		

### Why we started with these three use cases

There's a lot of discussion around 'agentic AI' and complex autonomous workflows. Those will have their place, especially in operational

automation. But when we looked at the biggest, clearest sources of value today, the answer was obvious:

The maritime industry runs on unstructured, inconsistent, messy data → LLMs are uniquely suited to turn that into structured data.

Data quality is the biggest bottleneck for automation and optimization → By solving naming, formatting, and interpretation problems at the source, Seaber enables better calculations, better scheduling suggestions, and more accurate TCE insights.

These tools enhance, not replace, human decision-making → Every LLM step in Seaber's system includes a validation layer. Users stay in full control.

The ROI is immediate → These features remove friction in daily workflows that everyone in chartering, operations, and scheduling experiences.

### LLMs as the glue between humans, data, and systems

The real promise of LLMs in maritime operations isn't in replacing people. It's in connecting the way humans naturally work — voice notes, spreadsheets, emails — with the strict data requirements of digital systems.

These new features are only the beginning. Seaber is continuing to explore AI-powered tools that:

- Reduce manual work;
- Improve data consistency;
- Support real-time planning;
- Surface opportunities faster;
- Enhance decision-making in complex scheduling environments.

Seaber's philosophy remains simple: use AI where it brings clear, practical, measurable value - and always keep the user in control.

[Read the full story on Seacraft IT Website](#)

# Lufthansa Industry Solutions becomes DCSA+ Partner

At the end of January 2026, Lufthansa Industry Solutions announced that it had joined the Digital Container Shipping Association (DCSA+) Partnership Program to establish digital standards for the maritime industry.

## Innovation and Expertise

LHIND brings extensive practical experience from working with shipping companies and implementing DCSA standards. The optimization of IT systems, the integration of new technologies and the use of real-time data analysis are key aspects to improve the efficiency of process control.

The introduction of digital solutions will increase efficiency and support the sustainable growth strategy. The ongoing exchange of expertise between the partners will help bring new solutions to market faster and drive international standardization.

Contract sealed: Thomas Bagge, Chief Executive Officer at DCSA, and Ingo Pietruska, General Manager Americas at LHIND, sign the contract for the DCSA+ partner program. Shared benefits for the shipping industry.

The collaboration between DCSA and LHIND will focus on the practical design of global standards. LHIND supports the development and implementation of specific solutions tailored to the individual needs of customers. Specifically, LHIND supports the implementation, further development and global roll-out of DCSA standards.

“With our proven track record in implementing solutions and standards for



shipping companies and our expertise in digitalizing the airline industry, we are perfectly positioned to drive innovation in global logistics,” explains Raid Kokaly, Head of Logistics and Director of Shipping at Lufthansa Industry Solutions. “By joining the DCSA+ Partner Program, we want to deliver on our commitment to Shipping 4.0, strengthen collaboration, join forces and accelerate the transition to a digitalized, transparent and efficient supply chain,” Kokaly concluded.

Commenting on LHIND joining DCSA+, Mariana Bock-Losada, Chief Growth Officer, DCSA, said: “The launch of our DCSA+ Partnership Program is an exciting next step in our mission to digitally transform the container shipping industry. We are proud that LHIND is among our first partners. With LHIND participating in shaping and implementing digital standards, we can complement the important work carried out by our ocean carrier members over the past few years.”

[Read the full story on Seacraft IT Website](#)

## DNSFilter

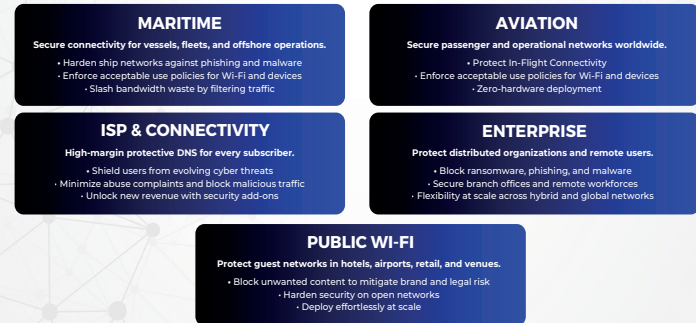
### AI-Powered Protective DNS for Global Networks

DNSFilter is a cloud-based protective DNS platform that blocks threats and unwanted content before connections are established. Using advanced AI threat detection and global infrastructure, DNSFilter protects users and networks without adding latency or complexity.

Designed for highly distributed networks, DNSFilter is trusted by connectivity providers, enterprises, and service providers worldwide.



### Key Markets & Use Cases



### WHY DNSFILTER

AI-driven threat detection | Fast global DNS infrastructure | Cloud-delivered security  
Easy deployment at scale | Works in any network environment

#### GET IN TOUCH

[dnsfilter.com](https://www.dnsfilter.com)

(877) 331-2412

[sales@dnsfilter.com](mailto:sales@dnsfilter.com)

# Every action counts: UltranaV starts trial with behavior change service Signal to minimize CO<sub>2</sub> emissions

## Every action counts: UltranaV trials behaviour change service Signal to cut CO<sub>2</sub> emissions

In early February 2026, UltranaV announced that it is launching a six-month trial with Signal — a behaviour change service designed to encourage fuel-saving practices among crew members. Small adjustments in daily operations can lead to real fuel savings and lower emissions. To support this, UltranaV is launching a six-month trial with Signal — a behavior change service designed to encourage fuel-saving practices among crew members. The trial will run across 19 UltranaV vessels as an additional initiative to save fuel and reduce emissions.

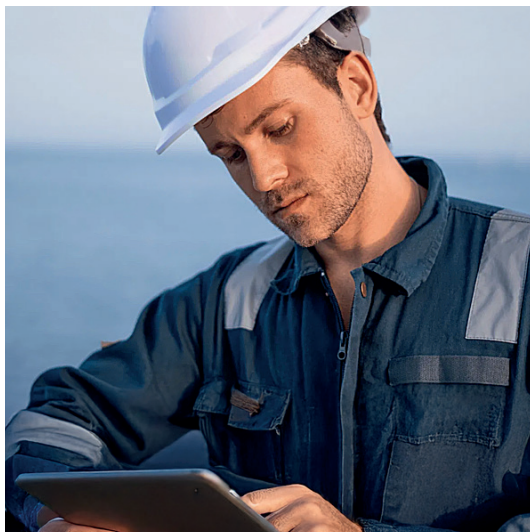
Signal is a tech-enabled behaviour change service that helps shipping companies fully engage crews in reducing emissions through their everyday tasks. Using behavioral science, Signal motivates crew members to make more sustainable and fuel-efficient decisions through a web app and targeted emails. Examples include:

- Personalised goals based on each crew member's past actions;
- Real-time view of personal impact on fuel and emissions, framed in tangible, real-world terms;
- Insight-driven recommendations showing opportunities to save fuel, based on what other crew members have done in similar situations.

Signal's approach has reduced fuel consumption and emissions by 4–12 percent for maritime clients.

"Even small adjustments to our daily routines can contribute to the overall goal. Signal's data-driven approach aims to motivate and inspire the crew to adopt these changes rather than impose decisions upon them, and this is an approach we value," stated Bas Blaak, Head of Energy Efficiency & Sustainability, UltranaV.

The trial supports UltranaV's greenhouse gas strategy and its goal of a zero-emission fleet by 2050. Signal will complement UltranaV's other sustainability initiatives, including fleet optimization, improved vessel performance,



and environmental partnerships. To maximise impact during the trial, UltranaV and Signal have worked together to customize the service for the specific operational needs of each vessel type.

Bas Blaak explained the value of the initiative: "We recognise the significant potential in Signal's service and firmly believe that every tonne of saved CO<sub>2</sub> counts. Even small adjustments to our daily routines can contribute to the overall goal. Signal's data-driven approach aims to motivate and inspire the crew to adopt these changes rather than impose decisions upon them, and this is an approach we value. We look forward to following the results from the trial."

Harriet Hunnisett Johnson, Head of Maritime at Signal, added: "We are delighted to be working with UltranaV to harness the power of their vessel crews for enhanced fuel efficiency. A major benefit of combining data analysis and behavior change in fuel efficiency initiatives is that we can

identify the specific opportunities for fuel-saving onboard different vessels and in different contexts, which enables shipping companies to focus on where they will see the most impact. With strong collaboration from UltranaV and its entities involved in the project, Signal has tailored its behaviour change service for different vessel types which will promote relevant fuel-saving behavior in each of these operational contexts."

In 2024, UltranaV participated in Signal's investment round. This trial is part of a three-year contract between Signal and UltranaV, supporting UltranaV's broader fuel efficiency initiatives and offering an opportunity to test the service on different vessel types. After the trial, the results and process will be evaluated for further consideration.

**UltranaV** is a privately owned group of shipping companies with offices in 19 countries. Through twelve businesses, they operate in five market segments: tankers, gas, dry bulk, coastal trades, and towage & offshore. The business operates a fleet of gas and chemical carriers, tankers for crude oil and clean petroleum products, bulk carriers, feeder container ships, multipurpose vessels, harbour tugs, PSVs, AHTS vessels, pusher tugs, barges and pilot boats. UltranaV aspires to be a partner you can trust to provide efficient and safe maritime transportation services to the mutual benefit of customers, employees, communities and the environment.

**Signal** is a sustainability-focused behaviour change service, currently working with the maritime and aviation sectors. It uses data and behavioural science to motivate and engage employees towards more sustainable decisions. Signal delivers this through a scalable communications platform using behaviour change techniques designed to reduce the barriers that make it harder for crew members to act on their opportunities to save fuel. Signal has already saved aviation and shipping customers \$25 million in fuel costs and more than 100,000 mt of CO<sub>2</sub> emissions, reducing fuel consumption by 1–12 percent

# TUI Cruises — first cruise line to tackle decarbonization with a digital behavior change service



**TUI Cruises announced at the start of February 2026 that it had become the cruise industry's first adopter of a digital behavior change platform from Signal aimed at reducing fuel consumption and carbon emissions.**

TUI Cruises is the first cruise line to tackle decarbonisation with a digital behavior change service. A pioneering initiative with sustainability startup Signal, working directly with cruise ship captains to reduce fuel consumption. The six-month pilot program uses advanced data analytics and behavioral science to help crew members optimize fuel efficiency across TUI Cruises' Mein Schiff fleet. Addressing real operational needs, it builds on extensive consultation with ship captains and chief engineers during TUI

Cruises' 2024 Senior Officer Conference: their personal insights fed into Signal's analysis and definition of fuel-saving behaviors to improve. Signal representatives also attended the conference.

## Key features

Signal worked closely with TUI Cruises to identify four operational processes where captains and chief engineers have the most potential to reduce fuel consumption. One example is ensuring on-time departure to minimize avoidable engine running time. These fuel-saving opportunities ('behaviors') have been defined and calculated using insights on cruise ship specific operations.

TUI Cruises' crew members will be encouraged to increase their fuel-saving



behavior in these areas through a set of behavior change techniques, delivered directly via Signal's web app and email communications. These science-based techniques include personalized fuel-saving goals based on crew members' previous behaviour, and charitable donations made by TUI Cruises for every fuel-saving milestone achieved.

TUI Cruises has chosen to support the United Nations-awarded Greek social enterprise Enealeia through this donation scheme. In collaboration with more than 6,000 fishers, it conducts the collection of marine plastic daily, which gets integrated in the circular economy via recycling and conversion into new products, such as kayaks.

Harriet Hunnisett Johnson, Head of Maritime at Signal, said, '...As a human-centric decarbonisation solution, Signal is always looking to ensure that crew members are engaged and prioritised in fuel efficiency and decarbonisation initiatives. By working

closely with TUI Cruises' captains, we've developed a sophisticated approach to fuel-saving onboard cruise ships which is tailored to their experiences and tasks each day.'

## Sustainability Strategy 2030

"Reducing carbon emissions is one of TUI Cruises' main priorities in relation to our Sustainability Strategy 2030," explained TUI Cruises' head of sustainability, Lucienne Damm. "As a young cruise line company, we've always ensured that our vessels use the latest and most efficient environmental technologies, but we know that the crew also play a vital role in ensuring that we minimize the environmental impact of our voyages," she added. "Signal enables us to address fuel efficiency at an even deeper level, by actively engaging crew members on how they can make the most of their opportunities to save fuel and reduce emissions."

## Feedback

Signal's work with TUI Cruises makes use of data available through digital logbooks and performance monitoring tools on TUI's cruise ships, which has enabled Signal to model the fuel-saving opportunities and activities onboard with greater complexity and accuracy than ever before. This has been achieved through Signal's unique ability to pull together data sources from any data provider and use data from a variety of systems onboard. Captains onboard Mein Schiff vessels said that the Signal project would provide 'reliable data sources' to understand their impact on fuel consumption and would 'start a measurable record of continuous emissions reduction without compromising safety.'

# Digitalization is bringing tremendous opportunities: shipping companies must adapt or fade away



**Two thirds of shipping companies have begun digitizing, streamlining technical management and reducing operating expenses (OPEX) by up to 20 percent. Digital solutions enhance regulatory compliance, optimize crew performance, and offer substantial savings in insurance premiums. In today's maritime industry, standing still is moving backward. The wave of digitalization isn't coming — it's here. From regulators to companies' internal procedures, the need to streamline processes and enhance safety is pressing.**

According to Wärtsilä Marine Business, two thirds of shipping companies have started on their digital journey, with this being just the beginning, as almost all of them are currently exploring digital solutions. Technical Management is the key factor that ensures safe and reliable operations of the global merchant fleet, which consists of more than one hundred thousand vessels.

However, technical management teams often get bogged down by manual processes, leading to delays, avoidable human error, and missed opportunities. Digitization is the low hanging fruit that saves cost and increases efficiency. The question now isn't why to digitize — but how.

## A glimpse at the potential savings

Technical operations cover a broad spectrum, from safety and regulatory compliance to sustainability and timely deliveries. After years of running operations manually and with low efficiency, digitization brings substantial saving opportunities in reduction of operating expenses (OPEX). In one of KPMG's maritime industry research studies, it was determined that digital solutions can help reduce OPEX by 10-20 percent per category. For an average container vessel with ca. US\$ 3,000,000 OPEX / year, the saving potential amounts to

over US\$ 483,000 per vessel per year. For a company that has 40 vessels under management, this represents over US\$ 19,000,000 in savings per year.

Vessel OPEX Cost Head	Amount	Savings Potential	Savings Amount
Repair and maintenance	\$1,664,400	20%	\$332,880
Crewing and related costs	\$1,047,550	10%	\$104,755
Insurance	\$306,600	15%	\$45,990
<b>Total</b>	<b>\$3,018,550</b>	<b>Ca. 16%</b>	<b>\$483,625</b>

## DIGITALIZATION BRINGS OPTIMIZATIONS TO ALL SIDES Inspection and maintenance

According to AGCS, 80 percent of accidents happen due to human error. Top reasons for human errors are: Fatigue, inadequate communication, lack of general technical knowledge, inadequate knowledge of the ship's system, automation error, decision based on incomplete information, faulty standards and procedures being followed, poor maintenance, hazardous working environment.

Many of these reasons can be addressed by filling in the information gap, which can be optimized easily by digitization. On the one hand, crews can follow standards and regulations through on-the-job guidance, and collect structured data. On the other hand, generic tasks like manual data entry and report generation are eliminated, freeing up the 65 percent of TSIs time 'being wasted', to focus on other more important tasks. Industry regulators are taking initiatives on making changes. This means that digitalization trend is going to last. The Oil Companies International Marine Forum (OCIMF)'s updated inspection regime SIRE

2.0 is already requiring their inspectors to use mobile devices that have all the related regulations incorporated. Vessels that don't pass the regime will face severe consequences like not being able to carry cargo. With the full rollout for SIRE 2.0 in early 2024 approaching, many tanker companies have started to implement internal inspection regimes that leverage mobile devices and modern software as well.

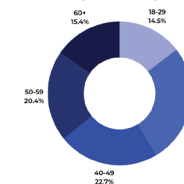
## Manning

There are 1.89 million seafarers powering the growing world fleet. By 2030, over 30 percent of those in management or senior supervisory roles are expected to retire. Coupled with the fact that fleets are growing, and ever larger vessels, seafarers are getting promoted faster. With less experienced seafarers in the supervisory ranks, concerns about quality grow stronger.

At the same time, according to EMSA, 41.5 percent of EU seafarers are digital-natives. This underscores a potent opportunity: integrating technology into frontline operations and providing on-the-job training to bridge the expertise gap.

Currently, a large number of seafarers' roles involve collecting and passing on information, especially amidst tightening regulations.

By having the convenience of retrieving and reporting information in the palm of their hands, and getting guidance on-the-job, crews' burdens are lightened, and standards are more reliably followed. Based on the experience of Kaiko Systems, equipping seafarers with a mobile App to plan, conduct, and document their daily jobs not only



makes it easier for them to perform high-quality work. It also saves them up to 50 percent of time spent on inspections, by automating the lengthy reporting process.

On the other hand, as seasoned seafarers approach retirement, their wealth of knowledge and know-hows could be lost. Through digitized solutions, expertise and experience that is built up over decades onboard, can be made accessible to the next generation. Over the next five years, companies with a digitized seafarer workforce will develop competitive advantages on growth and market authority.

## Insurance

In the marine insurance sector, Hull & Machinery (H&M) insurances typically have a gross loss ratio of 90 percent. This high ratio indicates that for every \$100 earned in premiums, insurers pay out \$90 in claims. This is exacerbated by repeated incidents and the complexities of the post-pandemic landscape, causing insurance premiums in 2022 to soar to alarmingly high levels, with many shipowners observing double-digit percentage increases. Through ensuring job quality and enabling data exchange, digitization will benefit the whole value chain from ship owners through to brokers, insurers, and reinsurers.

- Shipping companies reduce avoidable incidents by 30 to 60 percent.
- Insurers can harness real-time insights to adjust premiums, ensuring a more precise risk assessment, and having reduced claims probabilities.
- Brokers, utilizing reliable and structured data, are better positioned to offer targeted risk mitigation strategies.

Drawing parallels from health insurance

where insurers incentivize individuals to perform health activities with perks like free Apple watches or cashbacks, Kaiko Systems collaborates with insurers to offer similar incentives to shipowners. Specifically, shipowners can get a 15 percent premium reduction by using Kaiko Systems for ensuring quality during routine on-board work — a potential saving of almost US\$ 2,000,000 for a 40-vessel fleet. Digitization stands as a win-win for shipping and insurance entities alike, elevating the quality of onboard technical tasks and ensuring transparency in vessel health.

## Enabling the next generation of technical operations

The maritime industry is now at a pivotal juncture. Embracing digitalization is no longer a choice, but an urgent necessity, driven by the workforce structure change to the benefits of all interconnected stakeholders in the industry. Whether it's the increased operational efficiency for the employees, the direct cost savings through a significant reduction in OPEX for the shipping companies, or the enhancement of safety and quality control on board for the regulators and insurance companies. The digital revolution offers tangible advantages that are obvious. And the opportunities cited in this blog post only underscore the beginning of what's possible.

Kaiko Systems, among others, exemplifies the potential of this digital frontier for the industry, where manual processes are not just being replaced, but are being reimaged to optimize efficiency and profitability. And beyond the technology and tools, lies a vision of setting a paradigm shift towards safer, smarter, more collaborative maritime technical operations.

# SmartSea launches new Mobility and Safety Platforms to improve Crew Management and Operations at Sea

**SmartSea, powered by SITA, the global leader in aviation technology, announced in mid-February 2026 that it has introduced two new digital solutions designed to simplify and strengthen how maritime companies manage crew movements and safety. The FacePod mobility platform and AI-powered HSE system bring proven aviation technology and data intelligence to the maritime environment, improving welfare, efficiency, and safety both offshore and onshore.**

FacePod is an AI-assisted crew mobility tool inspired by SITA's SmartPath technology. It enables secure, biometric-verified travel from home to vessel, helping operators track, manage, and move personnel more efficiently. By automating verification at every step, FacePod cuts delays and administration, making travel smoother for crews and logistics teams alike.

SmartSea's AI-powered HSE platform helps operators identify and manage risks in real time. It combines observations, digital risk assessments, and automated image analysis to detect hazards early and support safer operations. The system centralizes compliance, reporting, and safety processes, thereby reducing paperwork and strengthening the safety culture amongst crew on board a vessel.

"These platforms give maritime operators what aviation has long mastered, a seamless approach to crew movement and predictive



safety measures," said Kris Vedat, CEO of SmartSea. "FacePod bridges the gap between digital identity and human experience by creating a truly connected workforce journey which is efficient, secure, and designed around the individual. In addition, our HSE platform transforms safety from a compliance exercise into a predictive, intelligent system that doesn't just record risk, it anticipates it."

These new products form part of SmartSea Vision, a new platform that is designed to connect people, data, operations and safety through intelligent technology, helping maritime companies operate safely, efficiently, and sustainably.

## SEACRAFT IT TAKES TO THE OCEANS

# Bringing buyers and sellers in shipping together with what has worked well for aviation

Ed Haskey, Director of Aircraft IT and Seacraft IT

**There is a new name and a new platform in the maritime technology sector: Seacraft IT keeps ship owners, operators and seafarers up to date with the latest maritime IT developments, enabling them to review the market, without sales pressure, for an IT solution to fit their needs. From the same stable as Aircraft IT, which has been successfully serving aviation for more than fifteen years, Seacraft IT provides a place where users can review what the leading maritime IT Vendors have to offer, and consider which one might best meet their needs. With a full Website, Webinars, Conferences and a quarterly eJournal, Seacraft IT offers both sides of the shipping IT market new ways to meet and work together.**

To access all of the benefits of Seacraft IT, just [REGISTER FOR FREE HERE](#) for:

- [The Seacraft IT eJournal delivered straight to your inbox on the day of publication](#)
- [The opportunity to take part in the platform's interactive features](#)
- [Attend live and in-depth maritime software demo Webinars](#)
- [View on-demand webinar recordings to fully understand the market](#)

- [The chance to request private product demonstrations](#)
- [Full details and discounted rates for Seacraft IT Conferences \(available exclusively to vessel operators\)](#)

### CONNECTIVITY OPENS THE DOOR

Until recently, connectivity limitations meant that the maritime sector was restricted in its use of IT solutions and the solutions available to it. At sea, systems were limited just to on-board operability, often only synching with head office systems when in port. With the advent of satellite communications, ships are now able to establish the kind of connectivity that supports modern cloud-based platforms and solutions, opening the door to new technologies, data driven digital solutions and AI. Seacraft IT will leverage the qualities and experience of Aircraft IT's more than fifteen years of growth to a service that connects 80 aviation IT solution vendors, utilizing the platform to promote their products, with more than 43,000 registered users and readers in commercial aviation around the world. This has been achieved because both vendors and users appreciate

the huge savings in time and effort that can be gained from using the platform's various capabilities.

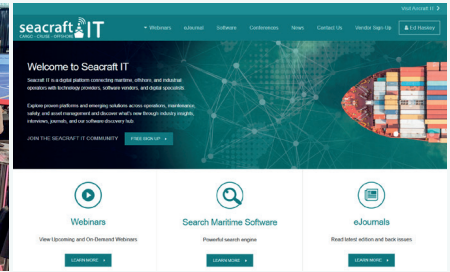
### A UNIQUE PLATFORM FOR THE SECTOR

At the heart of Seacraft IT is a website that enables busy professionals who are considering or about to embark on the adoption of an IT solution, to find the developers and vendors who can offer solutions appropriate to their needs, all in one place. Whether looking to move away from traditional paper-based processes or seeking to replace an older IT solution with one that deploys the latest technologies to ensure that their business stays at the forefront of its market, Seacraft IT is the most efficient way to go. The website includes a popular software search engine where vendors set out their stalls and users can browse a huge range of solutions then book private demos of products that interest them, saving hours of laborious research. It's not just time saving, it also ensures that users won't miss out on any solutions that might apply to their needs. Seacraft IT includes a News section with full details of new products, product implementations for shipping lines, and much more. A couple of hours using the

website can save days or weeks searching for the right vendor for your business's exact requirement.

### DEMO WEBINARS, LEARN ABOUT WHAT MATTERS

Webinars are a great tool to enable potential buyers to compare different vendor offers with their own requirements with just one-hour each viewing time so that the research can be fitted into a normal working day, without causing disruption. Upcoming and past Seacraft IT demo webinars can be accessed through the website, helping users to further refine their understanding of what various vendors, who might have the solution they're seeking, can offer. In these popular and informative programs, vendors set out their stall and introduce their latest developments as well as taking questions during the live broadcasts. Webinars can be watched live on the day of broadcast, separately for western and eastern hemisphere time zones, plus there is a large library of past demo webinar recordings that can be accessed through the website. Users can build their own library of information on their desktop to review and compare at times and in places convenient to them, without any sales pressure.



## CONFERENCES AND EXHIBITIONS

For those who value face-to-face contacts but don't relish weeks of travel to meet with all of the vendors who might have the right solution, there are conferences and exhibitions where attendees can sit in on live presentations of case study experiences presented by other shipping businesses facing much the same challenges as do attendees. Other presentations, from experts in various subject areas, help to maintain sector knowledge. In the exhibition area, visitor can further refine their search and can book one-to-one demos, during the conference, from those vendors whose products seem most likely to fit their business's needs. Think of the amount of time, travel and expense that can save.

## eJOURNALS, PACKAGING THE INFORMATION YOU NEED

All of the above will be a great help when looking for a solution, but professionals will also want to be able to keep up with current market and solution developments at all times. Seacraft IT eJournals are quarterly online publications that can be read at the desk or on a tablet or even on a smartphone – wherever and however is convenient for

the reader. As well as case studies from shipping businesses explaining their real-world experience from a buyer and user point of view, there are also introductions to new technology developments and white papers offering expert views from pan-industry contributors such as regulators, industry organizations and academics. The eJournals include brief Q&A pieces, Vendor Voyage Logs, so that readers can compare like with like. A round-up of news for the sector plus a directory of IT developers and vendors with their contact details, products, business areas served and a short profile of the company, complete the eJournal.

## BRINGING ESTABLISHED SUCCES TO THE MARITIME SECTOR

Why has the team from Aircraft IT decided to move into the maritime sector now? As explained earlier, because of problems with connectivity, marine businesses have been limited in the quality of IT solutions that they could adopt and employ. And yet, maritime transport is a huge and growing sector, critical to the global economy, as we are learning with current global disruption, and facing a lot of the same issues as commercial aviation. Safety, navigation and tracking, journey planning, fuel and emissions

management, and maintenance and repair planning are all challenges for maritime businesses plus a few that are sector specific such as the hotel management side of cruise ships, cargo loading and more. Now, with the arrival of satellite links and cloud solutions, a whole new world of IT solution opportunities has opened for the sector, making now the perfect time to introduce to the sector the benefits and efficiencies of an all-round IT market platform.

## SEACRAFT IT IS COMING TO THE SECTOR

Seacraft IT will follow very similar lines to Aircraft IT to serve the maritime industry's three main operational areas: cruise, ferry and cargo. The website, with all of the features as mentioned above can be accessed at <https://www.seacraftit.com/>. Then, in Spring 2026 this first of four quarterly eJournals has been published with case studies and other articles from the sector; Ambassador Cruise Line, Celestyal Cruises with SuitePad and Ultrabulk with Signol, as well as articles from IT vendor Seaber and recruitment specialist Corbell Beaumont. Users can learn from the experiences of people working in their sector. There is a News section to mirror the News section on the website and a directory

of vendors plus Vendor Voyage Logs, Q&As.

Demo webinars will soon follow, offering users an industry unique feature for those charged with implementing IT solutions in the maritime environment to be able to evaluate different systems against their own needs and to keep up to date with the latest systems that could help them in their operation. It will save time and users will be able to do all of their evaluation from the comfort of their own desktop or wherever it is convenient to them. Viewing the webinars helps businesses clarify what they need. In fact, the webinars, the website, the conferences and the eJournal let users see across the market; perhaps even seeing a product that they can discover addresses a problem that they didn't think could be addressed before.

Researchers and decision makers in shipping will be able to access all of these key benefits at no cost simply by registering and signing up to the new platform.

We are excited to be transferring our successful platform into another market and look forward to seeing it become as popular and valued in the shipping market.

**And remember, there's NO CHARGE to ship owners, operators and seafarers when you REGISTER FOR FREE HERE NOW for your access to everything above.**

# Keeping it all together for Ambassador Cruise Line

Ryan Simpson, Head of Technology, Ambassador Cruise Line, highlights the importance of IT systems being integrated and aligned, and the value of flexibility for a growing business





One of the key sectors that we'll cover in *Seacraft IT* is the Cruise sector. The global cruise industry is experiencing significant growth, with record-setting passenger volumes and revenue projected through 2026 and beyond. Passenger numbers are expected to grow from roughly 35 million in 2024 to 38.9 million in 2026. We wanted to

know more about how Cruise companies relate to IT and what it might offer to them so we met with Ryan Simpson, Head of Technology at Ambassador Cruise Line to get the point of view from a user perspective. This article is about what Ambassador, as a cruise business, has to do, how they run their business and what they need from technology providers to add value to the business both financially and in terms of the services they offer to customers.

## AMBASSADOR CRUISE LINE

We started by asking Ryan to introduce readers to the business.

Ambassador Cruise Line launched in 2021, offering the UK market authentic no-fly cruises, affordable quality and the warmest welcome at sea. We're based in Purfleet, Essex, England, and our ships provide adult-only experiences to multiple destinations including the Nordics, Iceland, the Mediterranean, Caribbean and Africa. The cruise line's first ship, 'Ambience', entered the fleet in May 2022, operating from her home port of London Tilbury. From the 2023/24 season, guests have sailed on board 'Ambience' as well as Ambassador's second ship, 'Ambition', whose maiden voyage in May 2023 heralded the launch of sailings from seven regional UK ports: London Cruise Terminal in Tilbury, Essex, Newcastle, Dundee, Liverpool, Belfast, Bristol Royal Portbury and Portsmouth. The addition of Renaissance to the fleet following the merger of Ambassador Cruise Line and French cruise operator Compagnie Française de Croisières (CFC) in January 2025 marked the creation of a leading European affordable quality cruise line.

seacraft  IT  
CARGO - CRUISE - OFFSHORE

**Cruise IT strategy, supported  
by real case studies**

**CLICK HERE to join Seacraft IT FOR FREE  
to explore platforms, partners and webinars**





## THE APPROACH TO DIGITALIZATION

**That was the Cruise Line, now we wanted to understand how Ambassador approaches digitalization. Ryan started with a familiar comment from businesses we meet, telling us that budgets play a huge part.**

We have to be conscious of where we invest and where we feel we're going to get the most value from either return on investment (ROI) or for the guest experience. They're the two things Ambassador focuses on. ROI could be an operational improvement or efficiency, or it

“ ROI could be an operational improvement or efficiency, or it could be about a revenue initiative. Regardless, the guest experience remains at the heart of what we consider when we look at digitalization.

could be about a revenue initiative. Regardless, the guest experience remains at the heart of what we consider when we look at digitalization. We also have to consider that our demographic is predominantly 50 plus; a lot of operators have got a younger average demographic, so their digitalization strategy will be very different to ours and likely more aggressive. We try to keep things simple, efficient and easy to access. That's how we approach all our projects and enhancements.

## ADDRESSING THE CHALLENGES OF SCALING

**As a follow on from that, we asked how Ambassador deals with the challenges of scaling a cruise line as it grows. His answer started by dealing with a changing and growing business.**

Our main challenge is keeping the product consistent. Having fleet wide systems allows us to stay consistent with our processes and procedures. We don't operate multiple systems on various ships; we try to keep everything contained and we now have a well-defined blueprint for incorporating a new ship into the fleet. This also helps when we move crew between ships, or we bring crew in, for them to know how the Ambassador product and processes work. We recently did this following our merger with CFC. For the most part, they had very similar systems, which was helpful, but where there were differences: we reviewed system capabilities and migrated to the Ambassador technology stack where appropriate. This keeps it simple for everyone as we are all working the same way.

We have key partners who have become part of our business. They're not just suppliers, they are partners who help us deliver our product and goals. That's powerful, because they know the expectations of Ambassador guest and crew which makes it easy when we are taking on new vessels or launching new systems or enhancements.

As our business grows, we have to stay streamlined, cost effective and efficient, which means picking the best where it's found. We only learn by evaluating what best practice in the industry might be and adapting and changing. We focus on market trends and, like any small business, ROI. Right now, we're focusing on AI and how we can leverage that technology to make personalized recommendations or streamline internal processes from development through to guest services. We prioritize mainly what is going to be the benefit operationally or to the customer, and ROI. Not everything falls into those three categories, but this helps us prioritize and stay aligned to business objectives. We are very agile and lean, which has allowed us to remain on a par with our competitors and in some instances surpass what they can do or offer to guests from a digital perspective. This is because we've been able to adapt quickly and call on our strategic partners to deliver our vision.

**From that business growth perspective, we also wanted to know how Ambassador manages system and process changes and what happens to systems as the business grows.**

If we're talking about critical systems, they're always our main priority and we will integrate where necessary with third party providers or build something in-house. Sometimes we can move a lot quicker with an integration, but other times, it's about what could make us unique.

“...we always challenge the status quo to ensure that it's the most optimum and our business is pretty good at wanting to change things as we as we progress.

With an off-the-shelf product, you can end up just doing what everyone else is doing or can we build something that makes us different? The cruise market is so competitive. So, we do build a lot in-house to meet our specific requirements, we then have the control and the ability to adapt as we grow.

When it comes to new requirements, we review those requirements versus what functionality we have available to us right now, and can we make some quick wins just off what we've already got. If it's a big strategic change, we probably have to build or buy, but for the most part, we use MVPs (Minimum Viable Products) and quick wins, because that allows us to keep moving forward while delivering value early to the business.

As we come up with new ideas or new projects come along, we identify all the potential values. It's very easy to fall into a routine, especially in the cruise industry, where it can be difficult to change a process because we worry about what guests or trade partners might do. However, we always challenge the status quo to ensure that it's the most optimum solution, and our business is pretty good at wanting to change things as we progress.

We do come across legacy thinking, it's expected, but we're still a young brand, our legacy is only five years, it's not a 20- or 30-year process that we're trying to adapt. We might be changing something that's only 18 months old. That allows us to keep moving forward and adapting and changing and we've changed a lot. We've changed our check-in journeys, the way people do upgrades, the way people book on our website. We've not been stationary; a lot has changed since we launched in 2021.

**Dealing with change is clearly important for Ambassador but we wondered who influences change decisions in the business and how is the change itself managed. Ryan's response was straightforward.**

It's competitive out there: if you don't listen to the people buying or selling your product, you've got no chance. We've learned a lot from where we started five years ago to where we are today. The power of customer feedback, the CSQ's (Customer Satisfaction Questionnaires) and trade partners, and those relationships that we build have helped us shape where we are now and where we plan to go. We like to do things differently, to look at different opportunities. We do a lot in the brand and partnership space, partnering with sports



and lifestyle brands to promote our product, and environmental campaigns. All that said, our biggest thing is the personal relationship with the crew. We have a very close connection with our onboard teams, and we all share the same goal of making Ambassador successful.

Everyone is excited about growth and excited to be on board with what we're trying to do. That close relationship helps with change management, because people trust what we're doing when we bring them on the journey early. That's the key you have to bring them on the journey early. The crew should never be surprised about what is coming. It shouldn't feel like things are being imposed on them. We tell them in advance, we get their feedback, we listen to what their current challenges are and explain how this change is going to improve that. It might sound a bit clichéd but, generally, if you go on board, you will see members of Head Office staff having a coffee with the Hotel Director, going for lunch with a Guest Experience Manager, or having a meeting in a bar with the Captain, because that's the level of relationship we've built, in and outside of the working environment.

Those relationships are so valuable with change management. Sometimes we have to make a decision for a commercial or a contractual reason, but we still notify the teams, keep them up to date with comms, project reports, project plans, etc. to avoid any surprises.

## RISKS AND PITFALLS

**Any business will, from time to time, face risks or risk pitfalls so how, we wondered, does Ambassador plan for such a possibility. Ryan explained that...**

... the biggest pitfall would be to forget about the operation and the experience of the guest. It would be all too easy to overlook the context of where a system is being installed and the reason why it's going in, and what it's meant to deliver. Cruises are challenging operational environments with thousands of people all trying to have a great time. Anything you do, any kind of change you implement, could have a negative impact on someone's holiday, which



isn't ideal, given the cost-of-living crisis and the fact that some people can only go on that one holiday.

When it comes to technology, the biggest pitfall is people forgetting about what it's going to impact. We spend a lot of time thinking about the timing of changes and we're more than happy to wait a month if it means that that date better suits the operation or the guest experience. We work closely with our partners to get their best recommendation to ensure a smooth implementation or transition. There needs to be continuity of service, even if that means challenges, the crew need to know because then they can manage that, and they've got time to prepare.

“When it comes to technology, the biggest pitfall is people forgetting about what it's going to impact.”

## HOW TO MEASURE THE SUCCESS OF CHANGE

**Once a change has happened, that's not the end of the matter; it's important to know if it has worked and, if so, to what extent. How, we asked, does Ambassador measure success?**

There are several factors we consider when defining success. Revenue is, of course, important, but the most valuable insight often comes from our crew and guests. They are the first to tell us whether something is truly working. Their feedback can quickly highlight if we've missed the mark on a feature, or conversely, if something we might have considered minor is resonating strongly with the audience.

That insight directly influences how we prioritise future work. While we assess traditional measures such as ROI, efficiency gains, and cost savings, we also place significant weight on crew and guest feedback. They are the ones engaging with the system every day, and their experience ultimately determines its success.

Success can be defined in multiple ways. Some measures are clearly outlined in the original business case, but others go beyond that — offering a broader, more meaningful view of whether we've genuinely delivered value.

## WORKING WITH TECHNOLOGY PARTNERS

**Going back to what he'd mentioned earlier about the importance of partnerships, we asked Ryan how Ambassador determines whether they can work with a partner.**

What we look for in a technology partner is genuine engagement with our business and our growth ambitions, and partners who are as excited about where we're heading as we are. We're not looking for just another supplier, and we don't want to be seen as just another monthly contract. We want partners who are truly invested in our success. Those are the relationships we actively build. They're the reason we've been able to deploy our blueprint at pace and accelerate the growth of the Ambassador brand.

We've brought several new partners on board recently, and what stands out is their passion for helping us succeed. We value partners who will engage with us openly, challenge us, offer best practice, and learn alongside us. A willingness to collaborate on proof of concepts and innovate together is essential.

We're not interested in purely transactional relationships. We're looking for committed, collaborative partnerships that help us move forward with confidence and speed.

## INTEGRATION OF SYSTEMS

**For any business today using various systems in running the business, integration is a growing issue. That, we felt, puts it right on Ryan's desk so, what is his take?**

Integrating our systems is super important. We first need to make sure we've got clear API (Application Programming Interface) documentation and, where possible, leverage existing partner relationships so that we can move quickly and avoid unnecessary additional investment. We don't have any systems that we don't feel comfortable integrating with; that would be a major blocker for us, and we wouldn't go down that route if we felt the system wasn't going to be adding value to our existing architecture.



“

We first need to make sure we've got clear API (Application Programming Interface) documentation and, where possible, leverage existing partner relationships so that we can move quickly and with less investment.

It's super important because, as our business scales up, we need to make sure that strategic systems have access to the data requirements needed to support the service that we're trying to provide. It's even more important in the world of AI. AI models rely on large volumes of high-quality, real-time data. That data typically sits across multiple systems from CRM, finance, and operations to booking platforms, mobile apps etc. Without integrations, AI only sees a fragment of the picture. With integrations, AI can analyze the full ecosystem and generate meaningful insight.

### UNTAPPED POTENTIAL

**Ambassador is making significant and productive use of technology and IT solutions but are there any areas where even more could be achieved. Ryan thought there were.**

We often limit ourselves to just thinking about cruise specific systems and suppliers within the cruise industry. We can now look at any SaaS platform that operates in the hotel or travel space because onboard connectivity is now getting better and more consistent than ever before. We're no longer solely reliant on systems having to be operational on board and



synchronizing to a shoreside environment. Ships can connect with cloud-based environments thanks to the advances in connectivity. We can now consider suppliers that don't have the legacy of having an on-ship system and that's quite exciting for us and for suppliers and partners, who have not previously operated in the cruise space; there's no reason why they can't promote their product within the cruise or wider maritime industry.

## LOOKING TO THE FUTURE

**We closed our meeting asking Ryan about the future: the digital future and the wider future for the sector.**

Digital is and has always been the focus; everything that we do revolves around technology enhancements, new systems, integrations, functionality, and different ways of thinking. It's going to shape our operation over the next three to five years, and beyond and will be key because, again, it's a competitive market. So how do we differentiate ourselves? The only way to do that is by offering services and personalization to the customer so that they can engage with us in the way that they feel is the most appropriate. I think giving people choice is key, and that's what we're focusing on at the moment; how do we allow guests to personalize their experience on board as quickly as possible and how do we make people feel part of the Ambassador brand throughout the digital journey.

For me, the future is about choosing IT partners who share your ambition and passion for growing the brand. That alignment makes everything easier. You want partners with a start-up mindset, bringing fresh ideas, new thinking, and a collaborative approach. As you scale, those partnerships become even more important in strengthening your capabilities. It won't always be easy for either side, but success comes from working as one team. It's never about 'us and them' or blaming suppliers. We don't work that way. We believe in shared ownership, mutual support, and building success together.

## RYAN SIMPSON



Ryan is the Head of Technology for Ambassador Cruise Line, joining the company prior to its inaugural ship launch. With extensive experience in the travel and cruise sectors, he oversees post-booking technology implementations, including guest platforms and onboard hardware. Recognized as a Seatrade 20 Under 40 leader, Ryan holds certifications in AgilePM, ITIL, and ScrumMaster, focusing on enhancing guest experiences through digital innovation and mobile app development.

## AMBASSADOR CRUISE LINE



Ambassador Cruise Line launched in 2021, bringing authentic no-fly cruising to the UK market with a focus on affordable quality and the warmest welcome at sea. Based in Purfleet, Essex, the company offers adult-only sailings to destinations including the Nordics, Iceland, the Mediterranean, Caribbean and Africa. Its fleet comprises Ambience, which entered service in 2022, Ambition, launched in 2023 with sailings from regional UK ports, and Renaissance, which joined following the 2025 merger with Compagnie Française de Croisières. Ambassador also operates a fly-cruise Caribbean programme during the winter season, providing additional choice for guests alongside its core no-fly proposition.

**INTERACTIVE GIVE US YOUR OPINION**

[CLICK HERE TO POST YOUR COMMENT](#)

**INTERACTIVE SUBSCRIBE HERE**

[CLICK HERE TO READ ALL FUTURE EDITIONS](#)



# Day or night, sea beyond the surface

## Get the depth you need with SEACRAFT IT

Click here to sign up for **FREE** membership  
[www.seacraftit.com](http://www.seacraftit.com)

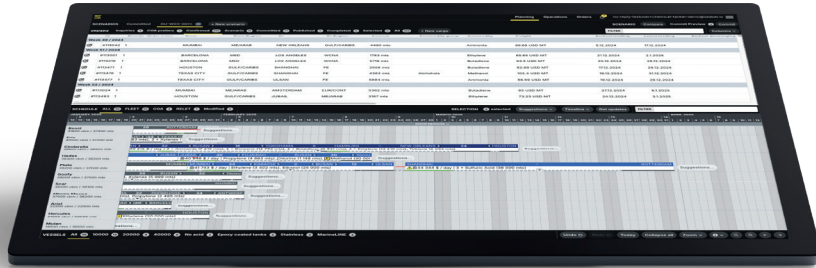
seacraft  IT  
CARGO - CRUISE - OFFSHORE

# A shipping business made savings and improved utilization

**Amanda Aho Vanhatapio**, Customer Success Manager at Seaber shares how Seaber has increased an operator's fleet utilization and reduced costs with AI-powered scheduling



Everything in the shipping industry is large and expensive so ensuring that all assets perform to their optimum is very important. In this case study, I want to tell the story of how a major shipping business, by implementing a modern AI-powered schedule planning and fleet optimization solution, has improved the utilization of its vessels and the cost effectiveness of each voyage.



### THE CHALLENGES THE OPERATOR FACED

While manual scheduling remains prevalent in shipping, the constraints of manual systems limit optimization potential as figure 1 illustrates.

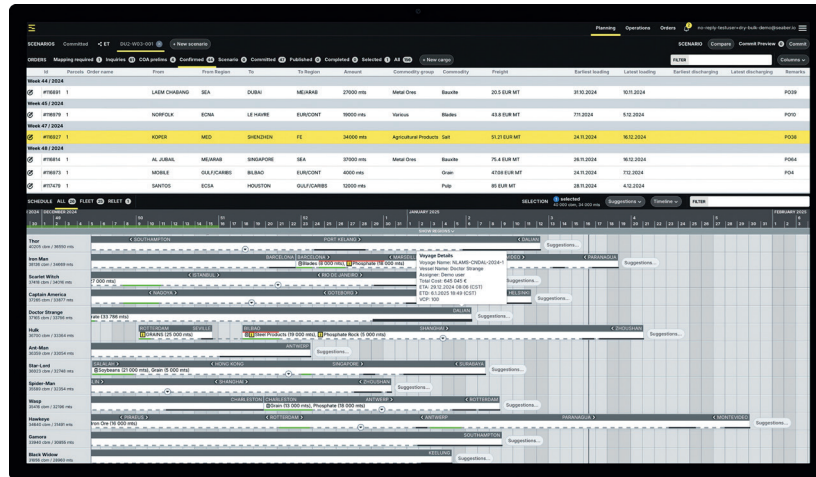


FIGURE 1

In that vein, a tanker operator approached Seaber with a challenge that resonates across the maritime industry: their voyage planning and fleet optimization processes were entirely VMS

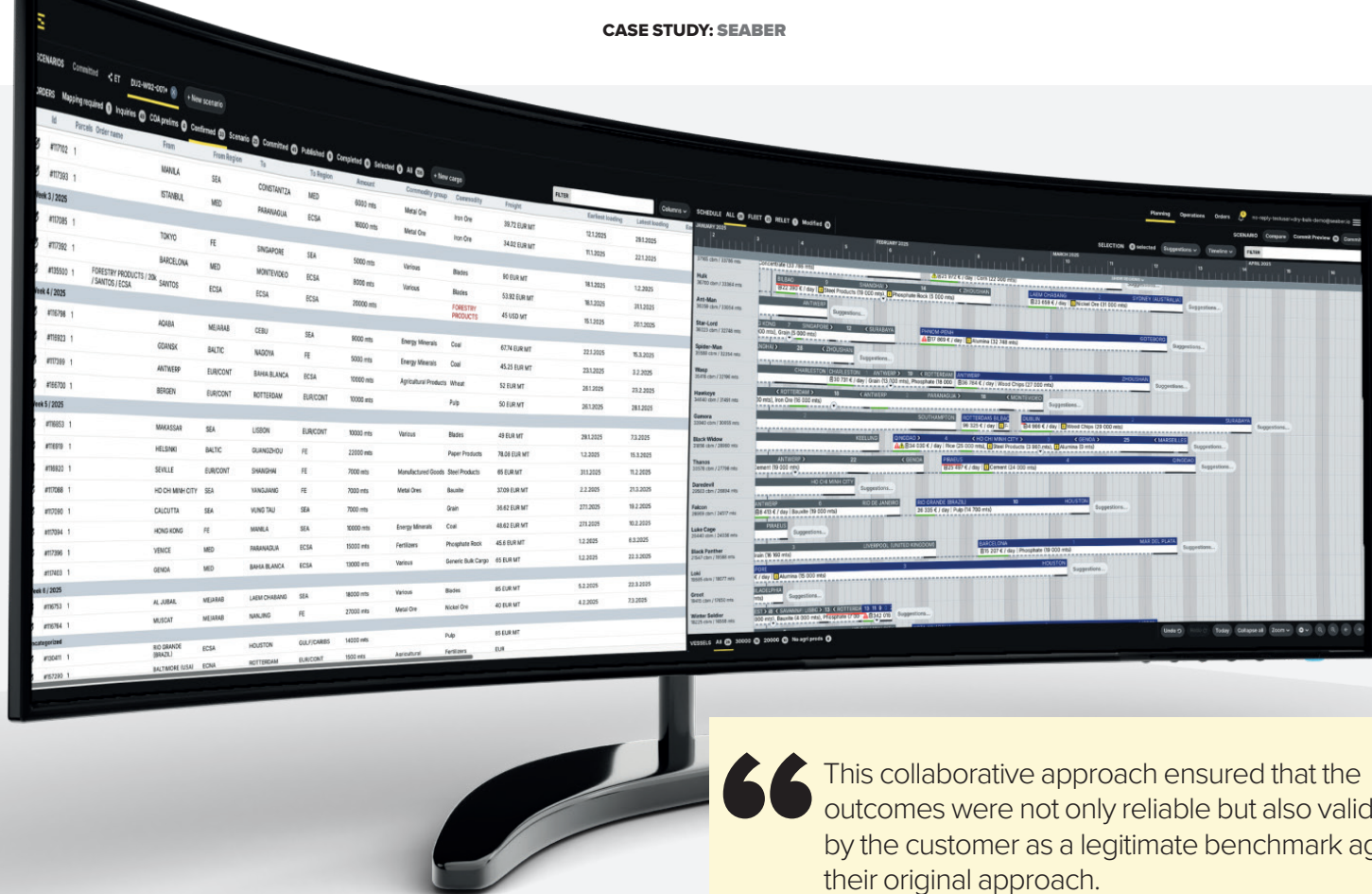
# Maritime freight intelligence

AI-powered planning, scheduling, and pre-fixture optimization software for commercial shipowners and industrial charterers.

Learn more

Get in touch at:  
[seaber.io](http://seaber.io) | [info@seaber.io](mailto:info@seaber.io)  
 +358 50 599 2553





“ This collaborative approach ensured that the outcomes were not only reliable but also validated by the customer as a legitimate benchmark against their original approach.

(Voyage Management System) and spreadsheet-based, as is the case for many shipowners and charterers in the bulk, tanker and breakbulk industry. Despite strong internal capabilities, the customer suspected that better results would be possible if data could be analyzed more dynamically. In particular, they were looking for a way to:

- Increase vessel utilization;
- Reduce the total cost of operations (daily costs, port, and bunker);
- Improve the percentage of laycans met;

- Determine whether their current fleet size was appropriate.
- The chartering team was open to testing new technology, but only if the value could be proven convincingly and practically, with real data and realistic constraints. With a fleet of interchangeable vessels and around 40 to 50 voyages over a typical three-month period, their planning was constrained by human limits: too many variables, too little time, and a persistent assumption that ‘it’s already optimized.’ The results in this study show how we used the customer’s benchmark and created various scenarios in the Seaber platform to identify vast savings.

## THE OBJECTIVE

The shipping company wanted to prove that AI-powered scheduling can outperform Excel. The objective was to validate whether Seaber's AI-powered scheduling and planning tool could deliver measurable improvements over the operator's traditional approach. Specifically, the charterer wanted to:

- Benchmark their original schedule against scenarios generated by Seaber;
- Maintain key operational requirements such as agreed laycans, cargo compatibility, and port restrictions;
- Determine the impact of adjusting constraints, such as allowing small delays or re-letting cargoes;
- Estimate cost and efficiency gains based on validated historical data;
- Use results to inform future chartering decisions, especially regarding long-term charters.

## A COLLABORATIVE APPROACH

Seaber was asked to structure a practical study around these goals while ensuring transparency and reliability throughout the process. The methodology used in the study was co-designed with the customer to ensure it accurately represented their reality. Every assumption, constraint, and scenario was reviewed and agreed upon in advance. This collaborative approach ensured that the outcomes were not only reliable but also validated by the customer as a legitimate benchmark against their original approach. Figure 2 shows the drag-and-drop functionality of the Seaber tool that makes planning easy and quick.

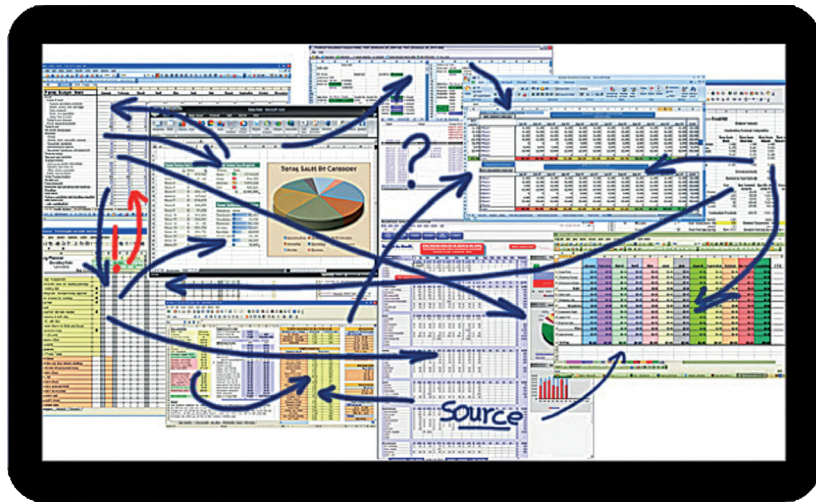


FIGURE 2

## THE PROCESS

In order to inform the new solution, historical data needed to be turned into optimized scenarios and that was achieved with four steps.

### Step 1: Data preparation and focus period selection

The operator provided detailed records of historical voyages. A three-month period with about 40–50 voyages was selected to create a manageable yet representative test set. Seaber reformatted this data, clarified planning assumptions, and built a custom cargo import template to streamline data integration.

### Step 2: Scenario mapping

Using the customer's original plan, Seaber replicated the full schedule inside the platform, creating a baseline scenario. This allowed a direct, side-by-side comparison between the status quo and the new optimized versions.

### Step 3: Seaber optimization process

Seaber then used its built-in scheduling tool to generate alternative scenarios. These included:

- **Scenario 1:** Allowing short delays to increase flexibility;
- **Scenario 2:** Minimizing delays, but still with some tolerance;
- **Scenario 3:** No delays accepted.

### Step 4: Interpretation and review

The Seaber team worked closely with the customer to review each result. Potential violations of laycan were individually assessed and accepted or rejected based on operational priorities. This collaborative step was essential to ensure the results aligned with real-world feasibility.

## OUTCOME

The flexibility in the Seaber system enhances planning and reduces costs. To illustrate how users can use flexibility to optimize the specific voyages, here are two best case scenarios.

“ These scenarios proved that modest changes in flexibility, like allowing brief delays, could significantly enhance planning without major operational disruption

**Best case:** Scenario 1 with short delays allowed created 8.3% cost savings as shown in figure 3.

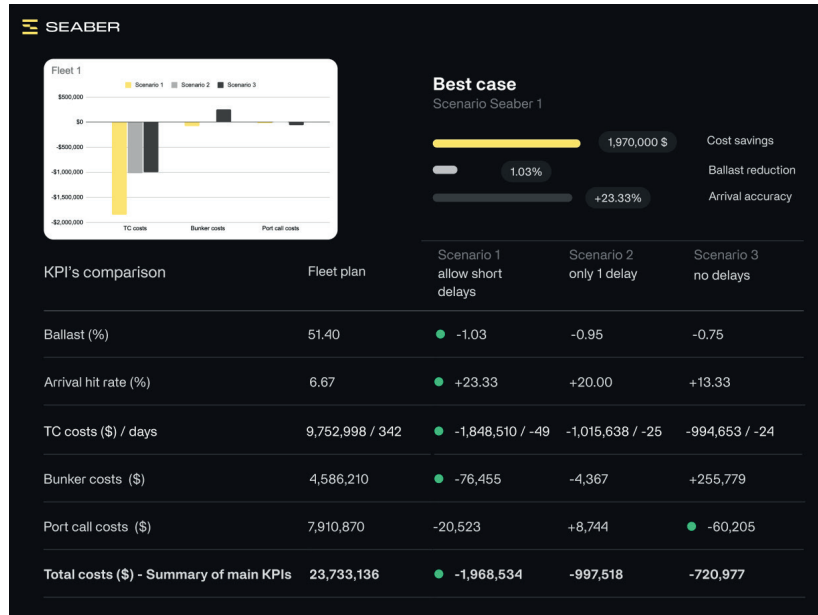


FIGURE 3

These scenarios proved that modest changes in flexibility, like allowing brief delays, could significantly enhance planning without major operational disruption. Seaber's alternative planning demonstrated the potential to free up 49 vessel days while transporting the same cargoes as in the benchmark case. Allowing short delays of less than a day reduced ballast and bunker costs, delivering meaningful savings while also lowering CO<sub>2</sub> emissions, in line with the industry's drive to cut climate impact. Even in the strictest 'no delays' scenario, a 3% cost saving was achieved, already a significant business impact. By introducing short delays,

the potential for even greater efficiency and sustainability gains became evident.

**Best case:** Scenario 2 shows how smart timing and re-letting optimized fleet utilization and, with short delays allowed, created 4.2% cost savings as in figure 4.

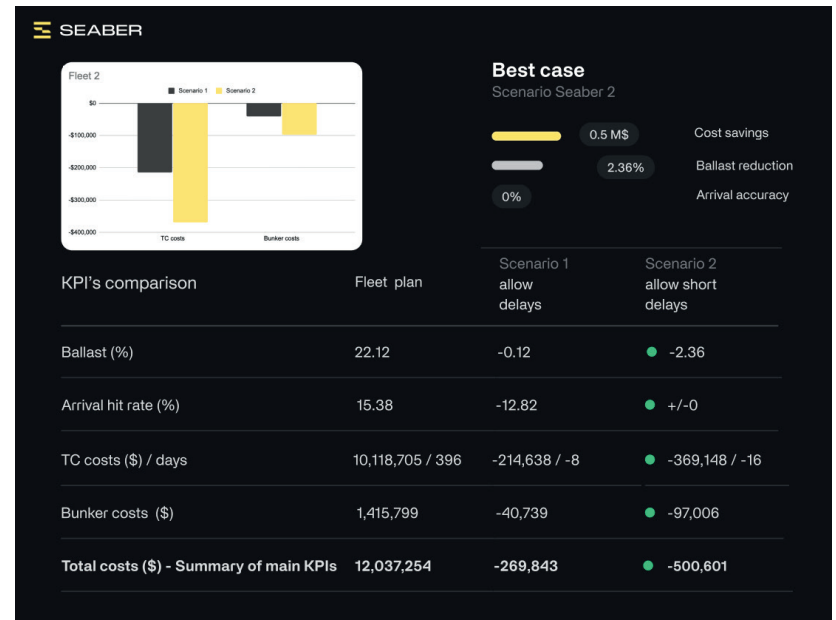


FIGURE 4

These scenarios proved that modest changes in flexibility, like allowing brief delays, could significantly enhance planning without major operational disruption. Notably, short delays of less than a day delivered better results than delays of 1–2 days. Other options we have reviewed include re-letting a small number of cargoes that could free up vessels and reduce idle sailing. Re-letting cargoes allows for more efficient vessel utilization by reducing unproductive sailing and minimizing associated costs. It also provides flexibility to adapt to

“ From a chartering perspective, depending on the type of market factor, reducing the size of the own fleet could result in lower operational costs, and more flexibility to seize market opportunities.

“By adopting AI-powered scheduling, this operator is no longer constrained by spreadsheets. Instead, they’re gaining new insights, reducing costs, and making smarter fleet decisions...”

market conditions. The results indicated that fewer internally controlled vessels might be needed in the long term with more efficient planning. From a chartering perspective, depending on the type of market factor, reducing the size of the own fleet could result in lower operational costs, and more flexibility to seize market opportunities.

## FEEDBACK

The customer’s reaction was highly positive, both in terms of methodology and results:

- They appreciated that the results were grounded in their historical data and reflected realistic constraints.
- One key insight was that their existing fleet size might be larger than necessary, and the study could guide future fleet sizing and renewal strategies.
- They also noted that actual cost savings could be even higher with access to complete financial data.

## KEY LEARNINGS

There were a number of clear and useful takeaways that came out of the project.

- **Clarity is critical:** Clear voyage rules, cargo-vessel compatibilities, and delay thresholds helped build a robust model.
- **Flexibility brings value:** Introducing small allowances (e.g., for delays) creates optimization space with high payoff.
- **Utilizing market vessels unlocked major gains:** using the spot market for marginal cargoes improves both cost and fleet availability.
- **Cost focus is pragmatic:** Even without precise market pricing, bunker, TC, and port costs provide meaningful performance indicators.
- **AI supports, not replaces, experts:** Human review of Seaber’s suggestions was vital for operational realism.
- **Simple visualization:** The intuitive user interface is a key enabler of optimization, clearly presenting AI-powered results in a way that empowers planners to act immediately, without added complexity.

## FROM PROOF-OF-CONCEPT TO STANDARD PRACTICE

This anonymized case study demonstrates how a digital planning tool like Seaber can challenge the ‘optimized by default’ mindset with hard data and credible alternatives. The customer now views the platform as a strategic planning partner, not just a scheduling tool.

Future goals include:

- Testing live planning scenarios with market cargoes;
- Expanding the platform to support spot freight decisions;
- Using results to inform TC renewal negotiations.

By adopting AI-powered scheduling, this operator is no longer constrained by spreadsheets. Instead, they’re gaining new insights, reducing costs, and making smarter fleet decisions, one voyage at a time. As the customer’s representative put it, “This is exactly the approach I wanted to see. The industry always says: ‘We can’t do it differently, it’s already optimized.’ But this shows that we can do better.”

To put that into numbers, our customers are proven to save 3-8% in operating costs.

## AMANDA AHO VANHATAPIO



Amanda Aho Vanhatapio joined Seaber in October 2024 to champion seamless customer onboarding and delivery of maritime software solutions. With practical logistics experience from her role at Preem and a Master’s pursuit in Sustainable Technology at KTH, she blends operational insight with sustainability focus.

Amanda’s strengths include client relationships and driving digital transformation in shipping. She is based in Sweden and passionate about efficiency and greener maritime operations

## SEABER



Seaber is a Finnish maritime software company offering AI-powered pre-fixture, planning, and scheduling optimization for shipowners, charterers, and commodity traders. Seaber’s platform helps the bulk and tanker industry to improve fleet utilization, accelerate decision-making, reduce operational costs, and support environmental goals by reducing unnecessary ballast voyages, repositioning, and inefficient port calls.

**INTERACTIVE GIVE US YOUR OPINION**

[CLICK HERE TO POST YOUR COMMENT](#)

**INTERACTIVE SUBSCRIBE HERE**

[CLICK HERE TO READ ALL FUTURE EDITIONS](#)

# The changing maritime sector

**Callum Beaumont** offers an overview of the current state of adoption in the maritime technology and software market



*While the maritime and shipping sector has always adopted new technologies and continues to advance into digital systems and AI, the industry remains fundamentally people driven. Relationships, judgement, and commercial understanding still sit at the center of how decisions are made. The challenge is not simply technology adoption but finding the right individuals who can identify where change is needed, understand operational realities, and connect business needs with the right solutions. In this first issue of Seacraft IT, we invited Callum Beaumont of Cordell Beaumont to explore recruitment, skills evolution, and the changing dynamics of the maritime technology sector. — SeacraftIT*

**I'd like to begin by introducing Cordell Beaumont, which I founded as a specialist recruitment agency focused on technology and commercial roles across maritime software, carbon intelligence, and commodity insights.**

### **CORDELL BEAUMONT**

We work closely with founders, investors, and commercial leaders to help build teams that can scale responsibly in a traditionally relationship driven industry.

Many of the professionals we support move into sales focused roles. While those roles are often associated with growth, the reality is that they frequently act as catalysts for operational

“ Many of the professionals we support move into sales focused roles. While those roles are often associated with growth, the reality is that they frequently act as catalysts for operational and organizational change.

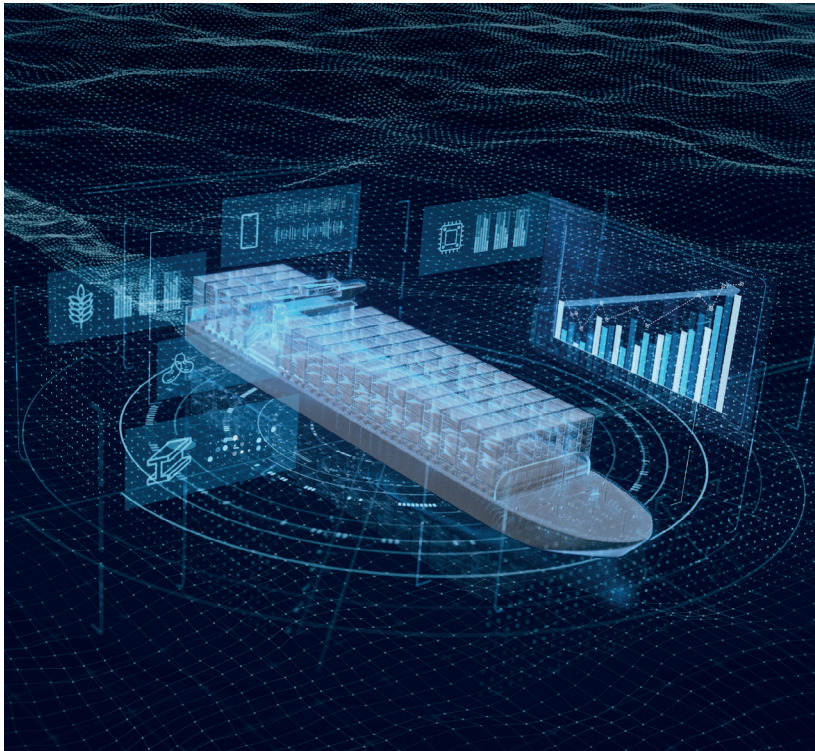
and organizational change. The responsibility for long-term adoption may sit with customer success teams, but effective commercial professionals must still understand the impact their solutions have on the businesses they serve.

I originally entered the sector as a ship broker, following a family tradition. My grandfather spent nearly 60 years in shipbroking, which gave me early exposure to the mindset of shipowners, principals, and the wider commercial shipping environment. Europe remains a major hub for maritime technology and software, but the ecosystem is now truly global, with strong and growing centers in North America, Singapore, and the Middle East. We regularly support searches across these markets, supported by our teams in Florida, Texas, and London.

**seacraft**  **IT**  
CARGO – CRUISE – OFFSHORE

**Offshore operations, matched  
with the right technology**

**CLICK HERE to register FOR FREE  
with SeacraftIT to compare providers**



I spend a significant amount of time speaking with founders, commercial leaders, and investors across maritime and trade technology. That combination of shipbroking experience and talent acquisition provides a useful vantage point, allowing me to observe how software businesses are evolving, where they are investing in people, and how they are responding to shifts in buyer behaviour across the industry.

### THE CHANGING MARITIME SOFTWARE LANDSCAPE

Many longstanding shipowners and principals are now actively adopting technology, while newer entrants to the industry have grown up alongside digital systems and software driven tools. As these individuals increasingly move into decision making roles, the industry as a whole is becoming more familiar with technology and, importantly, more receptive to change.

From the perspective of recruiting in commercial shipping since 2012, and maritime software more specifically since 2015, I have observed a clear shift in how companies

“ Many shipowners and operators still do not have dedicated technology or software specialists internally. While this is gradually changing, responsibility for evaluating new solutions often sits with technical or operational leaders...

approach growth. There has been a noticeable move towards more flexible working models to attract high quality technical talent. Commercial teams, however, still tend to require strong sector experience, reflecting the relationship driven and highly specialized nature of the end user market. Scaling today is less about speed at all costs and more about building credibility, trust, and sustainable growth.

The introduction of new technology increasingly presents opportunities to rethink processes rather than simply accelerate existing ones. This helps explain the growing importance of roles such as customer success managers and account managers, whose function is to ensure that end users realize measurable value from the solutions they adopt. These roles have become increasingly significant from both an operational and a commercial perspective.

### THE RIGHT PEOPLE FOR THE JOB

Many shipowners and operators still do not have dedicated technology or software specialists internally. While this is gradually changing, responsibility for evaluating new solutions often sits with technical or operational leaders, who must then communicate the value and implications of technology investments to commercial decision makers. Successful adoption typically requires clear internal sponsorship and early alignment. This dynamic directly influences the types of professionals software vendors must recruit. Early growth often prioritizes new business focused commercial profiles, but long-term success depends equally on individuals who can drive adoption, articulate value, and support behavioral change within client organizations.

Without strong domain knowledge, companies frequently underestimate the time required to build traction and credibility in commercial shipping. Long sales cycles, relationship driven decision making, and deeply ingrained operating practices require patience and industry understanding. This is particularly relevant as investment continues to flow into maritime technology from outside the sector. The most common challenge for businesses entering the market is not technological capability but aligning commercial strategy with the realities of the industry. Sustainable success requires maritime market insight embedded not only in the product, but across sales, customer success, and leadership teams.

“ As teams expand, sales, product, and leadership must remain closely coordinated around who the customer truly is and how value is delivered. Without this, messaging fragments, expectations drift, and growth can stall...

### MOVING FROM EARLY TRACTION INTO SCALE

Moving from early traction into scale presents a different set of challenges for growing software businesses. Alignment becomes critical. As teams expand, sales, product, and leadership must remain closely coordinated around who the customer truly is and how value is delivered. Without this, messaging fragments, expectations drift, and growth can stall. One of the most effective ways to maintain alignment is through continuous customer engagement. Thorough needs assessments and structured feedback loops help ensure that insights from end users are consistently translated into product development, commercial strategy, and market positioning. While it is rarely practical to customize solutions for every individual client, successful organizations are those that systematically capture, interpret, and communicate feedback from the field. Ultimately, scale is sustained not simply by adding customers, but by ensuring the product continues to deliver meaningful and measurable value.

### HOW THE MARINE IT MARKET IS EVOLVING

Buyers today are significantly more informed and selective. There is a growing emphasis on transparency, data security, and interoperability, with operators increasingly favoring a smaller number of trusted solutions that integrate effectively rather than multiple disconnected point solutions.

While regulatory frameworks around data sharing continue to evolve, organizations such as the International Maritime Organization and classification societies have played an important role in elevating the importance of cyber security. Compared with a decade ago, shipowners and operators are generally more comfortable engaging with digital platforms, although concerns around commercially sensitive data remain a defining characteristic of the sector.

From an operational perspective, voyage management, efficiency optimization, emissions monitoring, and fuel performance continue to drive technology adoption. Regulatory developments, particularly within Europe, have accelerated interest in solutions related to emissions management and bunker monitoring. More broadly, we continue to see strong demand for technologies focused on weather, routing, and decision support tools, reflecting the industry's ongoing priorities around efficiency, safety, and cost optimization.



### BUYING DECISION MAKERS

Buying decisions within maritime technology vary significantly depending on organizational structure and scale. While executive leadership often retains final authority, successful adoption typically requires alignment across commercial, operational, and technical stakeholders. Without this broader buy in, even well selected solutions can struggle to gain traction. Successful vendors recognize that securing a contract and driving internal adoption are fundamentally different challenges. One of the most underestimated factors in technology selection remains internal change management. The ability of teams to trust, use, and embed new systems into daily workflows frequently determines whether an initiative succeeds or fails.



Buyers increasingly assess potential partners through credibility and domain understanding. Industry reputation, visibility within respected networks, pilot capabilities, and peer referrals play an important role alongside technological capability. Operators seek evidence that vendors understand commercial realities, not simply technical functionality. For software businesses scaling within the sector, clarity of positioning is essential. Defining the target customer, articulating the problem being solved, and maintaining alignment across product, commercial, and marketing functions creates the foundation for sustainable growth. Interoperability and data strategy are becoming critical differentiators, reinforcing the importance of solutions that integrate effectively and deliver trusted, actionable insight.

Maritime software remains a developing market. Long term success will favor organizations that balance technological innovation with a deep understanding of industry dynamics and operating practices.

## LOOKING AHEAD

While maritime technology continues to evolve rapidly, the market itself remains at a relatively early stage of maturity. Over the next three to five years, consolidation, greater platform integration, and increasingly disciplined growth strategies are likely to shape the competitive landscape. Demand will continue to favor professionals capable of bridging maritime domain knowledge with modern technology expertise and strong commercial execution. In particular,

“ One of the most underestimated factors in technology selection remains internal change management. The ability of teams to trust, use, and embed new systems into daily workflows frequently determines whether an initiative succeeds or fails.

we see sustained need for new business focused commercial profiles, reflecting the ongoing emphasis on market expansion and customer acquisition.

The solutions we support span a broad spectrum, from commodity and market intelligence platforms through to operational and vessel focused software designed to improve efficiency, safety, and emissions performance. This diversity highlights both the complexity of the sector and the growing role of technology in shaping how maritime businesses operate and compete.

## CALLUM BEAUMONT



Callum Beaumont is the Founder of Cordell Beaumont, a specialist search and recruitment consultancy focused on the maritime, commodity, and carbon intelligence sectors. Drawing on a long family heritage in shipbroking, he previously held recruitment leadership roles at Clarksons Platou. He is also the host of the Maritime SoftwareHub — The People Podcast, where he speaks with leaders across shipping, technology, and energy markets.

## CORDELL BEAUMONT



Cordell Beaumont is a specialist search and recruitment consultancy focused on commercial talent within the maritime technology, energy analytics, and sustainability sectors. Founded by Callum Beaumont in 2019, the firm supports professionals across sales, marketing, and leadership functions throughout North America, EMEA, and APAC, with a particular focus on digital shipping, maritime software, commodity insights, and carbon intelligence.

**INTERACTIVE GIVE US YOUR OPINION**

[CLICK HERE TO POST YOUR COMMENT](#)

**INTERACTIVE SUBSCRIBE HERE**

[CLICK HERE TO READ ALL FUTURE EDITIONS](#)

# Discover the digital currents driving maritime innovation

## Reveal the full depth with SEACRAFT IT

**Webinars • eJournals • Software • Conferences • News • Advisory Unit**

Want to be involved? Simply email [info@seacraftit.com](mailto:info@seacraftit.com)

[www.seacraftit.com](http://www.seacraftit.com)

**seacraft IT**  
CARGO - CRUISE - OFFSHORE



# From hotels to the high seas: digitizing passenger experience at Celestyal

Eduardo Aranda, Chief Strategy & Transformation Officer at Celestyal, and Anna Hopp, Head of Marketing, SuitePad share how Celestyal has added digital capability to further enhance passenger experience

“Passengers expect information to be accessible instantly, updates to be accurate, and services to be easy to discover and book.

**As the cruise industry grows and as ships get ever larger, the logistical challenge of managing the passenger’s cruise experience has become ever more complex. Celestyal has implemented digital technology to ensure that cruise managers have the best tool to hand and, most importantly, that passengers enjoy their best vacation, not missing any opportunities or experiences they might want to enjoy.**

**THE CHALLENGE OF COMPLEXITY AT SEA**

A modern cruise ship is far more than a means of transport. It is a floating hotel, a leisure destination, and an entertainment venue, all operating simultaneously. Thousands of passengers, dozens of daily activities, multiple restaurants, shore excursions, shows, and services must all be coordinated and communicated clearly, often across several languages. Behind the scenes, this complexity has traditionally been managed through printed programs,

daily schedules, flyers, and last-minute notices, materials that must be updated constantly and distributed across the ship.

While this paper-based approach has long been the industry standard, it is increasingly at odds with both operational efficiency and guest expectations. Passengers expect information to be accessible instantly, updates to be accurate, and services to be easy to discover and book. At the same time, cruise operators are under pressure to reduce waste, streamline workflows, and create more engaging onboard experiences. It is within this environment that digital guest communication becomes not just helpful, but essential.

**WHAT SUITEPAD DOES: FROM GUEST DIRECTORY TO GUEST PLATFORM**

Founded in 2012, SuitePad set out to digitize a familiar element of the hotel room: the traditional guest directory. What was once a leather-bound collection of printed pages, listing restaurant opening times, menus, leisure facilities, or spa booking details, became a single, digital point of access for essential hotel information. From the very beginning, however, the SuitePad tablets were designed with evolution in mind. What started as a digital information directory quickly developed into a flexible, in-room platform that adapts to changing guest expectations and hotel operations.

Today, the SuitePad in-room tablet goes far beyond static content. It acts as a central interaction hub within the room: replacing the TV remote and the room phone, enabling guests to book room service and amenities, and allowing them to manage housekeeping

AI POWERED GUEST ENGAGEMENT - CRUISE SHIPS

Every service.  
Every cabin.  
One tablet.

80%  
engagement rate

20%  
increased guest spend

Real-time passenger communication, onboard upsell and simplified ops.

Learn More





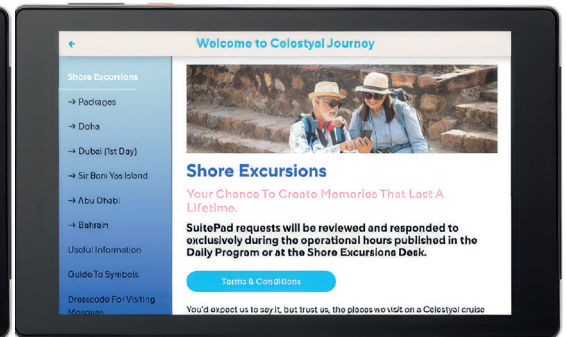
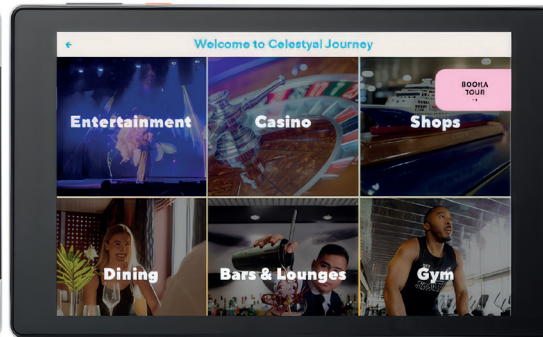
“ SuitePad increased visibility for these offerings by presenting them directly in the cabin, where guests have the time and space to explore options at their own pace.

### From hotels to cruise ships: a strategic next step

Having established a leading position in the hotel sector, it became apparent that the SuitePad platform could deliver similar value for cruise ships. In many ways, cruise vessels amplify the challenges that hotels face: higher guest density, more frequent schedule changes, and a broader range of services competing for attention. On larger cruise ships in particular, managing passenger services and activities involves a significant amount of paperwork. Daily program listings showing tours, dining options, and onboard events must be printed, distributed, and often reprinted when schedules change. This process consumes time, resources, and paper, while still leaving room for miscommunication. SuitePad addresses this challenge by centralizing onboard information in a digital format that can be updated daily or even hourly. Activity schedules, availability, and last-minute changes can be managed centrally and communicated instantly, reducing manual effort for crew members and improving clarity for passengers.

preferences through SuitePad’s Green Option, the digital alternative to traditional door hangers. With just a few taps, guests can access services, manage their stay, and interact with the hotel on their own terms, while hotel teams benefit from streamlined processes and reduced operational friction.

For a long time, however, one factor limited the adoption of in-room digital solutions at sea: internet connectivity. Unlike hotels, cruise ships operate in environments where stable and consistent connectivity was historically difficult to achieve. Without reliable onboard internet,



the full potential of real-time updates and digital guest communication could not be realized. Only in recent years — through the rollout of more stable satellite internet solutions — has this barrier been effectively removed, creating the technical foundation required for scalable, reliable digital guest engagement at sea.

The strategic expansion into the cruise market was further reinforced by the opening of SuitePad's Florida office. As a global hub for the cruise industry, Florida is home to many of the world's leading cruise operators and serves as a natural base for closer collaboration with cruise lines. The move reflects a deliberate commitment to the cruise sector; placing SuitePad closer to the operational realities, decision-makers, and long-term development needs of the industry.

### **CELESTYAL: BRINGING STRUCTURE, ENGAGEMENT, AND REVENUE TOGETHER AT SEA**

For Celestyal, the decision to introduce SuitePad was driven by the very practical challenge as mentioned above: managing complexity in an environment where information changes daily, and sometimes hourly. With a wide range of excursions, onboard activities, dining options, and shows, keeping guests informed traditionally meant producing large volumes of printed material. Daily programs, flyers, and updates were essential, but also time-consuming, costly, and difficult to keep fully up to date.

Celestyal was looking for a way to reduce this reliance on paper while giving guests a clearer, more engaging way to plan their day. The SuitePad in-room tablet offered a central digital touchpoint, directly in the cabin, where schedules, activities, and services could be updated in real time and accessed whenever guests needed them.

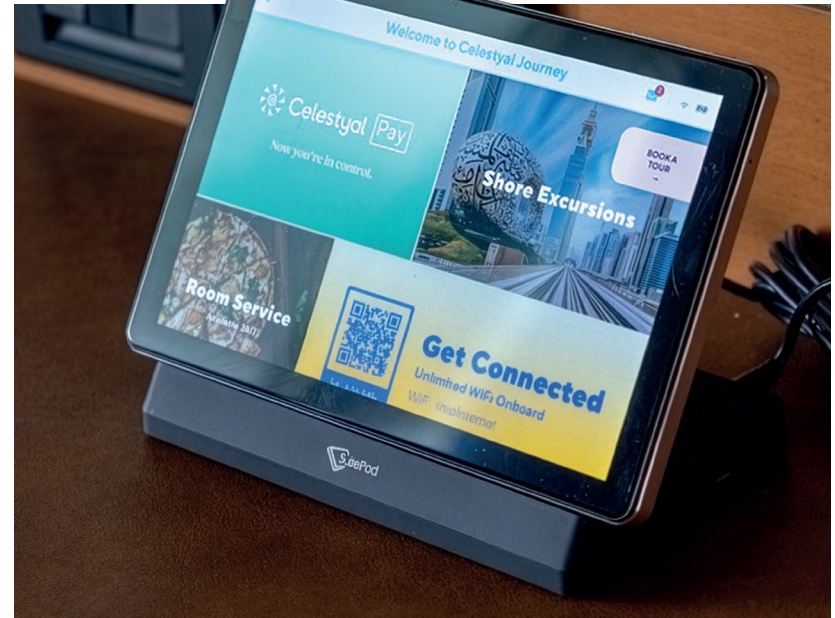
### **Enhancing the passenger experience through clarity and access**

A cruise is not just a journey from one port to another; it is a complete holiday experience, with the ship itself acting as the primary venue. For Celestyal, this meant ensuring that guests could easily discover what was happening onboard and ashore, without feeling overwhelmed or missing opportunities.

With SuitePad installed in the cabins, passengers began using the tablet as a natural part of their daily routine: checking the program in the morning, browsing excursions before arrival at the next destination, or exploring onboard services during quieter moments. Rather than replacing personal interaction, the tablet supported it, answering routine questions and allowing crew members to focus on more meaningful guest engagement.

### **UPSELLING AT SEA: VISIBILITY WHERE IT MATTERS MOST**

One of the clearest differences between hotels and cruise ships lies in how and where upselling happens. On a cruise, guests are immersed in a closed ecosystem for several days or weeks. They are not choosing between on-property and off-property options; instead, they are deciding how to make the most of the experiences available to them. For Celestyal, this made excursions, tours, and onboard activities particularly important. SuitePad increased visibility for these offerings by presenting them directly in the cabin, where guests have the



“...content and passenger-related information can be managed centrally and distributed efficiently across in-room tablets, BYOD (Bring Your Own Device) access, and lobby screens...”

time and space to explore options at their own pace. This approach supports discovery rather than pressure, encouraging guests to engage with the content when it is most relevant to them.

Beyond excursions, SuitePad also enables promotion of exclusive dining options, onboard services, and additional offerings that fall outside all-inclusive packages. Even on cruises where much is included, there are always experiences that guests are willing to purchase on top, especially on longer journeys.



## SIMILAR FOUNDATIONS, DIFFERENT PRIORITIES THAN HOTELS

While many of the underlying requirements for digital guest communication, such as multilingual content, centralized updates, and self-service access, are similar to hotels, the priorities at sea differ in key ways. For Celestyal, features like digital housekeeping preferences were less critical, as housekeeping teams are already fully embedded onboard. Instead, the strongest value lay in areas such as excursions, daily activities, and onboard services, elements that define the cruise experience itself.

Longer guest stays also change behavior. With passengers onboard for a week or more, communication needs to remain relevant throughout the journey, adapting to destinations, weather conditions, and evolving guest interests. SuitePad's flexibility allows Celestyal to focus on the features that matter most, without overloading the experience.

## TECHNOLOGY AT SEA: INTEGRATION AND OPERATIONAL REALITY

From an IT perspective, cruise ships represent one of the most demanding hospitality environments. Connectivity varies depending on location, bandwidth is limited, and systems must operate reliably across international waters. For Celestyal, it was essential that any digital solution could function consistently within these constraints without introducing additional complexity to the onboard IT landscape.

Beyond connectivity, integrability plays a central role in successful digital deployments at sea. Cruise operations rely on a diverse ecosystem of systems, from the ship's SPMS (Ship Property Management System) to entertainment, excursion, and service platforms. SuitePad follows an API (Application Programming Interface)-first approach, designed to integrate into existing infrastructures rather than operate as a standalone solution. This allows relevant data and content to flow between systems in a controlled and scalable way, ensuring consistency across all guest touchpoints.

Through its integration with the ship's SPMS, content and passenger-related information can be managed centrally and distributed efficiently across in-room tablets, BYOD (Bring Your Own Device) access, and lobby screens. Updates can be prepared in advance and rolled out as needed, reducing manual processes for onboard teams. Even under constrained network conditions, the platform is designed to function predictably — an essential requirement in maritime environments.

For IT teams, this reliability was a decisive factor. Stability, security, and ease of management often outweigh feature density, particularly in complex, remote settings. Early experience with Celestyal demonstrated that SuitePad could be integrated smoothly into existing systems, supporting operational workflows without adding unnecessary overhead. The result is a flexible, future-ready platform that aligns with both current requirements and long-term digital strategies at sea.

## Products, design and hardware: a cohesive ecosystem

SuitePad's value lies not in a single device, but in a connected ecosystem designed specifically for hospitality and cruise environments. In addition to in-room tablets, the platform includes BYOD access, allowing guests to use their own devices without downloading an app, as well as Lobby Screens placed in high-traffic public areas.

Design plays a central role in how these touchpoints integrate into the ship. The design of each installation can be customized to reflect the cruise line's brand, visual identity, and onboard concept. From interface design to placement, the solution blends seamlessly into the overall guest experience.

At the hardware level, SuitePad relies on purpose-built devices created exclusively for hospitality and cruise use. The tablets are SuitePad-branded — not consumer devices — and designed for durability, privacy, and long-term operation in demanding environments.

Together, products, design, and hardware form a cohesive digital layer that supports both operational efficiency and brand consistency across the ship.

## EARLY LEARNINGS AND FIRST RESULTS

Although still in the early stages, the first weeks of use at Celestyal highlighted several immediate benefits. Guests interacted naturally with the tablets, crew members reported fewer repetitive questions, and content updates became easier to manage. Perhaps most importantly, information that previously risked being overlooked — due to outdated prints or limited distribution — was now consistently visible.

## Tablet usage rate in the first weeks and number of interactions with activities and excursions

Celestyal was the first cruise line to use SuitePad with the system being implemented on 13 December 2025 on the Celestyal Journey, a ship with 630 cabins and suites. Training was five hours each for the onshore team and eight hours each for the onboard team. To assist the implementation, two members of the SuitePad team joined the vessel in Abu Dhabi for three days. In the seven weeks from launch to 31 January, there were a total of 36,230 views of



SuitePad with enquiries about shore excursions accounting for the largest type of use at 8,951 views or 25% of all views. Dining enquiries accounted for 3,806 views (11%) with Shopping, General information and the Sozo Health Spa close behind. The average usage per session was just over four minutes.

Period: 13 December 2025 to 31 January 2026		
Categories	Views	%
Total	36,230	100%
Shore Excursions	8,951	25%
Dining	3,806	11%
Shopping	2,729	8%
WiFi — information only	2,359	7%
Sozo Health Spa	2,079	6%
Room Service	1,875	5%
Celestyal Pay	1,043	3%
Cabin Upgrade	757	2%

Our ambition at Celestyal has always been to combine authentic hospitality with smart, future-ready technology. Introducing SuitePad onboard allows us to simplify complexity, communicate more clearly with our guests, and ensure that no part of their journey is left to chance. It gives our passengers the freedom to explore, plan, and personalize their experience, while enabling our teams to work more efficiently behind the scenes. This is not just about going digital - it is about creating a more connected, intuitive, and rewarding cruise experience for every guest. We are already seeing very encouraging results and extremely positive feedback from our guests, which confirms that we are moving in the right direction.

## EDUARDO ARANDA



Eduardo Aranda is Chief Transformation Officer at Celestyal Cruises and a member of the Executive Committee, where he also leads the IT function. He drives enterprise-wide transformation, delivering strategic initiatives to enhance performance, scalability, and long-term growth. With a background in strategy consulting and experience across the travel and tourism industry, he specializes in executing complex, cross-functional initiatives that align business objectives with operational delivery and drive sustainable impact.

## ANNA HOPP



Anna Hopp is the Head of Marketing at SuitePad, where she leads global marketing and business development. With a decade of experience in B2B SaaS and commerce technology, she specializes in technical positioning and scaling digital growth. Anna holds an M.Sc. in Business Administration from Humboldt Universität zu Berlin. Her expertise lies in implementing complex software solutions and driving digital transformation within the hospitality and travel tech sectors.

## CELESTYAL



Celestyal is an award-winning, year-round cruise line that continues to set the standard for travel experiences in the Greek Islands, the Adriatic, and the Arabian Gulf. Built on a foundation of unique Greek heritage, they excel in delivering exceptional hospitality and genuine cultural immersion both onboard and onshore. Operating two extensively refurbished vessels (accommodating up to 1,360 passengers each), Celestyal prioritizes highly personalized service for the 140,000+ passengers they welcome annually from over 130 nationalities.

## SUITEPAD



SuitePad, a leading provider of in-room tablets for the hotel industry, has officially expanded into the cruise market through a partnership with Celestyal Cruises. As of early 2026, the company has installed its digital, in-cabin tablet solution across all 630 cabins on the Celestyal Journey. The SuitePad tablets replace traditional printed materials, acting as a central hub for guest information, service requests, and activity schedules to streamline communication between passengers and crew, for faster responses.

### INTERACTIVE GIVE US YOUR OPINION

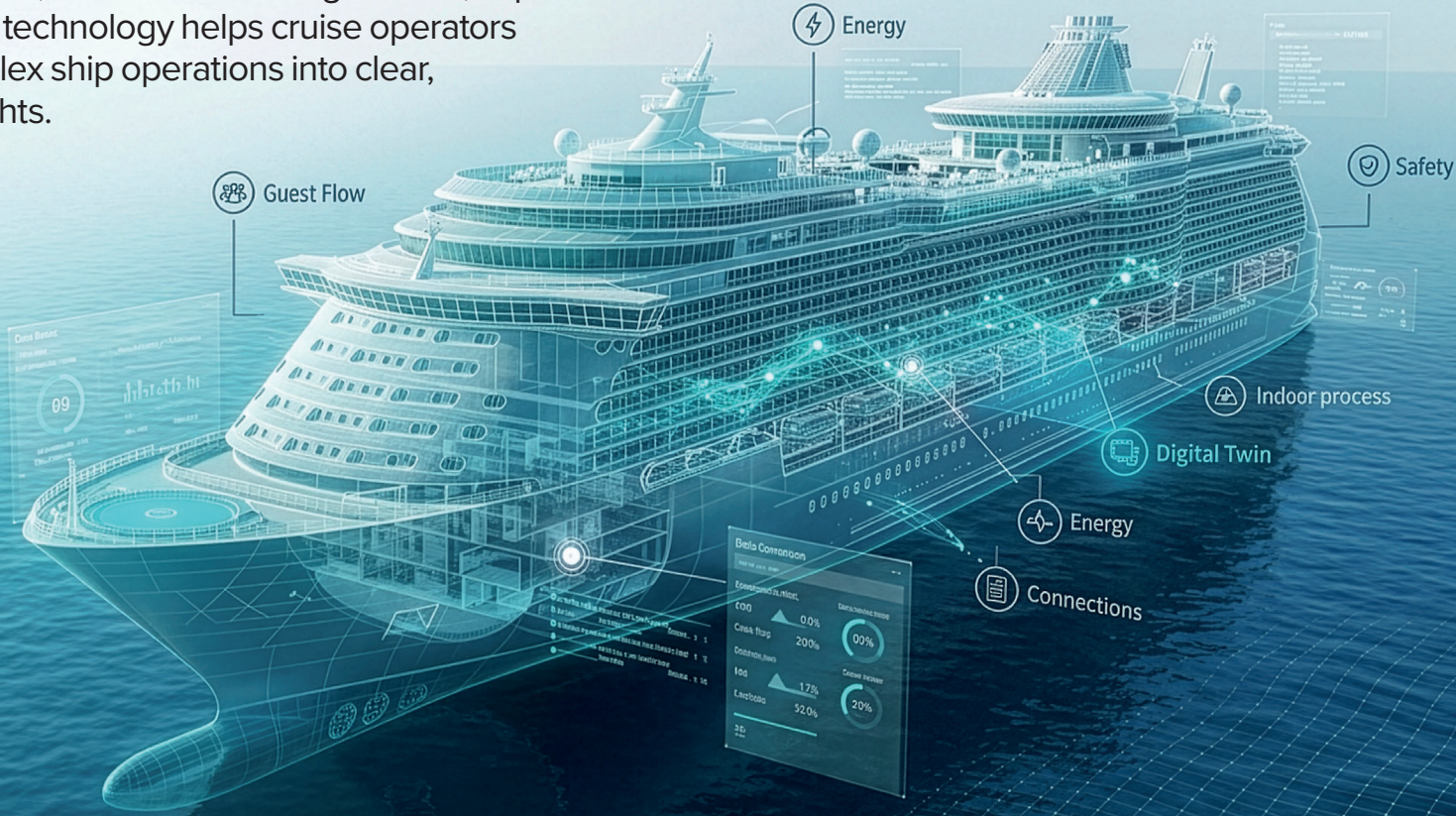
[CLICK HERE TO POST YOUR COMMENT](#)

### INTERACTIVE SUBSCRIBE HERE

[CLICK HERE TO READ ALL FUTURE EDITIONS](#)

# Introducing... Lufthansa Industry Solutions' Digital Twin

Dr. Gerald Däuble, Head of LHIND Digital Twin, explains how digital twin technology helps cruise operators transform complex ship operations into clear, actionable insights.



Before we go into the main subject of this article, our Digital Twin, I'd like to start by briefly, telling readers about Lufthansa Industry Solutions, what we do and our solutions for the maritime sector as well as part of our established portfolio of solutions, including those for industry and aviation.

## LUFTHANSA INDUSTRY SOLUTIONS

Lufthansa Industry Solutions (LHIND) is an IT consulting and system integration company that drives digital transformation across a wide range of industries. As a subsidiary of the Lufthansa Group, we support both internal and external clients spanning more than 300 companies in various sectors. Headquartered in Norderstedt, Germany, Lufthansa Industry Solutions employs more than 3,000 specialists across Germany, Albania, Switzerland, and the United States.

We bring over two decades of project experience in the maritime sector, supporting cruise lines, shipyards, and maritime operators worldwide in building resilient digital capabilities and modern IT operating models. Lufthansa Industry Solutions' maritime portfolio combines highly available IT infrastructures with advanced digital solutions tailored to ship operations. To an increasing degree, we are enhancing these foundations with AI applications to improve efficiency, transparency, and operational safety, all aligned with practical onboard realities. Our aviation experience also informs our approach, particularly in operational reliability, safety, and seamless passenger experiences.

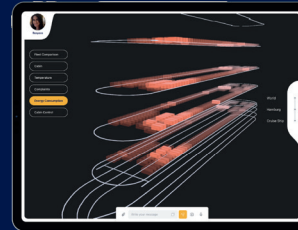
## CHALLENGES FOR THE MARITIME SECTOR

As well as designing solutions for today's maritime sector, we also have to think about what challenges will be facing the sector in the near future. There are several key issues that will face maritime operations in the next few years: delivering a consistently high and personalized guest experience, ensuring operational efficiency, and integrating complex IT systems effectively. Industry data from the Cruise Lines International Association (CLIA) shows that the growing numbers of first-time and younger cruisers, as well as multi-generational travel patterns, are increasing expectations for seamless digital services and individualized onboard experiences.

“ We bring over two decades of project experience in the maritime sector, supporting cruise lines, shipyards, and maritime operators worldwide in building resilient digital capabilities and modern IT operating models.



# From INSIGHTS to IMPACT



Digital Twin | Smart Cabin | Digital Boarding | Man Overboard Detection |  
Food-Waste-Reduction | Private 5G Networks | Bluetooth Networks

## Your Partner for Smart Sailing

Think digital. Act digital. Together.

[LHIND.de]

What was once addressed through broad passenger segments is now evolving towards hyper-personalization and data-driven touchpoint optimization. Operational reliability, transparency, and service continuity are decisive factors, supported by stable IT systems, high-quality data, and tightly integrated ship-to-shore processes. Sustainability requirements continue to influence planning, investment priorities, and operational frameworks across the industry and we have developed a number of products at Lufthansa Industry Solutions to meet those challenges.

## PRODUCTS FOR THE MARITIME SECTOR

With reliable onboard networks, resilient communication structures and secure ship-to-shore connectivity, we form the foundation for digital ship operations. Building on this infrastructure, Lufthansa Industry Solutions provides integrated digital solutions connecting ship systems, operational workflows, and guest services within a governed data environment. At the core of our portfolio is the Lufthansa Industry Solutions' Digital Twin, which serves as an operational interaction layer across onboard domains. It enables transparency, cross-system coordination, and data-driven decision-making in complex ship environments.

Complementing this, we offer guest-facing and process optimization solutions, including digital boarding for faster check-in, efficient cabin management for personalized comfort, and AI-supported applications such as food waste reduction. Across all offerings, the goal remains: translating operational complexity into measurable value for reliability, efficiency, enhanced guest experience, and sustainability.

We deliberately combine both adapting products already used in other sectors and developing maritime specific products. As a cross-industry technology partner, Lufthansa Industry Solutions transfers proven solution concepts, from aviation, logistics, retail, security, and manufacturing, into maritime environments where reliability, safety, and uninterrupted operations are equally critical. At the same time, we develop maritime-specific solutions addressing unique onboard conditions such as connectivity constraints, heterogeneous system landscapes, and tightly coupled operational workflows. Customers benefit from this dual approach: cross-industry innovation combined with deep maritime adaptation, refined through more than twenty years of cruise and maritime delivery experience.

“ The Digital Twin consolidates fragmented systems, processes, and sensor data into a single, interactive platform. Unlike conventional approaches, our Digital Twin organizes information along user thinking patterns and mental models.

One development that has key applications in the maritime environment has been our digital twin and here's how the Lufthansa Industry Solutions Digital Twin supports operational decision-making across the maritime sector, and where it can be applied beyond cruise operations.

## LUFTHANSA INDUSTRY SOLUTIONS DIGITAL TWIN

The concept of digital twins was established in the 1960s and the definition is quite broad. Maritime operations involve highly interconnected systems, distributed data sources, and complex, often time-critical decisions. The Digital Twin consolidates fragmented systems, processes, and sensor data into a single, interactive platform. Unlike conventional approaches, our Digital Twin organizes information along user thinking patterns and mental models, making complex relationships intuitive and accessible, even for non-data-savvy users — figure 1.

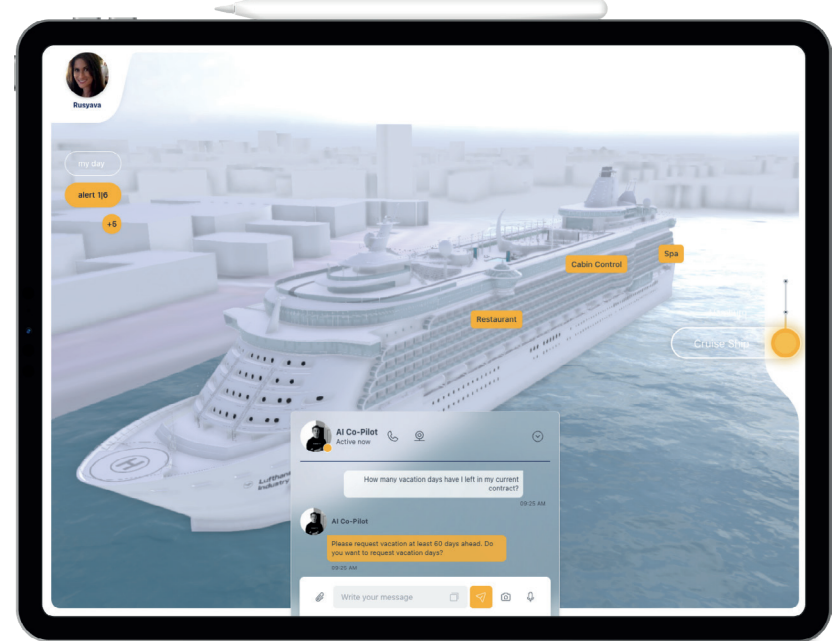


FIGURE 1: DIGITAL TWIN SHIP VIEW & CO-PILOT

This enables faster situational assessment, clearer prioritization, and informed, compliant, data-driven decisions — bridging the gap from insights to real operational impact. Applications range from capacity and demand management in restaurants, as seen in figure

2, or spa areas to optimizing guest flow in high-traffic zones and coordinating hospitality and technical services.



**FIGURE 2: DIGITAL TWIN RESTAURANT INSIGHTS**

In each case, the LHIND Digital Twin transforms operational complexity into actionable clarity: in short, it provides high-quality information to several users in their thinking pattern and mental model. This results in:

- Efficient interaction with systems — independent of organizations and technologies;
- Uncovering ‘unknown unknowns’ and new patterns, relevant to operations;
- Multiple views and perspectives — one underlying platform integrating dozens of systems;
- Empowering non-data-savvy users through clear and intuitive information and state-of-the-art technology (snackable-data);
- Creating an Ecosystem for both today’s and tomorrow’s challenges.

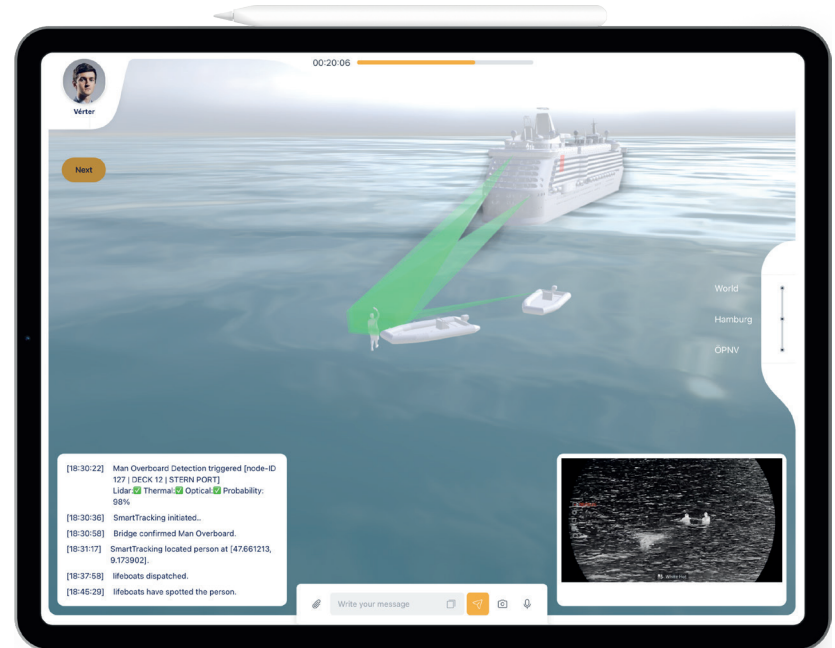
Our Digital Twin is not limited to maritime environments. Its architecture is inherently cross-industry and already applied in aviation, retail, logistics, and manufacturing. Wherever operations depend on interconnected systems and time-critical decisions, the Digital Twin serves as an operational interaction layer — transferring proven operational logic across

sectors and turning data into decisive action. Our ‘Man Overboard’ solution is a great example of a concrete safety use case.

## APPLICATIONS FOR LUFTHANSA INDUSTRY SOLUTIONS’ DIGITAL TWIN

The LHIND Digital Twin is built for radical clarity which, in business, drives better decisions. In high-stakes situations like a man-overboard incident, the ability to understand complex information in a split second isn’t just useful — it can save lives. In emergency situations, two core tasks are critical: reliable and timely detection of ‘Man Overboard’ events, see figure 3, plus accurate localization and rescue of the person in distress.

In short: Rescue = Detection × Localization.



**FIGURE 3: MAN OVERBOARD DETECTION AND LOCALIZATION**

Current ‘Man Overboard’ detection systems often rely on outdated or basic technologies. This leads to two major problems: incidents go undetected altogether (false negatives), frequent false alarms reduce trust and often lead crews to disable the systems (false positives). In collaboration with HIKVISION and EW Production Services, we developed a Man Overboard Detection solution within the Lufthansa Industry Solutions Digital Twin. It



vessel, turning complex ship operations into clear, actionable insights. It enables faster decisions, reduced downtime, and a smarter, safer way of running modern fleets. With powerful data integration and live operational insight, our Digital Twin accelerates decision-making and unlocks new efficiency — strengthening reliability, enhancing safety, and reinforcing the innovation promise behind every voyage.”

Paul Byrne, Managing Director, EW Production Services

## X-RAY VIEWS AND FLEET COMPARISONS

The LHIND Digital Twin’s X-Ray View enables operators to explore ship operations at different levels of detail from ship’s overviews down to individual systems or cabins, as in figure 4.

significantly improves both ends of the spectrum through:

- Deployment of cutting-edge technologies (thermal and conventional imaging in fixed cameras and mobile binoculars, AI-based computer vision).
- Intelligent synchronization and combination of these systems.
- A clear, role-specific visualization for all stakeholders during an emergency.

For the first time, all relevant technologies are integrated into a single rescue system. And, even more important, all relevant technologies are manufactured in sync with hardware, software and network for uncompromising detection quality on the day of installation and also throughout the complete lifecycle. By connecting all systems into a single smart solution, we create a reliable real-time operational picture, the foundation for fast, informed decision-making. This innovation emerged from collaborative ideas and integrated ecosystems rather than individual technologies.

## PARTNER STATEMENTS

Here are a couple of statements from collaborative partners in the Digital Twin.

*“Delivering seamless, real-time detection across open decks, our Man Overboard Detection solution empowers crew to act instantly — maximizing the speed and success of passenger recovery while reinforcing the highest standards of onboard safety.”*

Alan Kennett, Senior Solutions Specialist, Hikvision UK Ltd

*“Our Digital Twin technology gives operators a real-time, data-driven view of their entire*

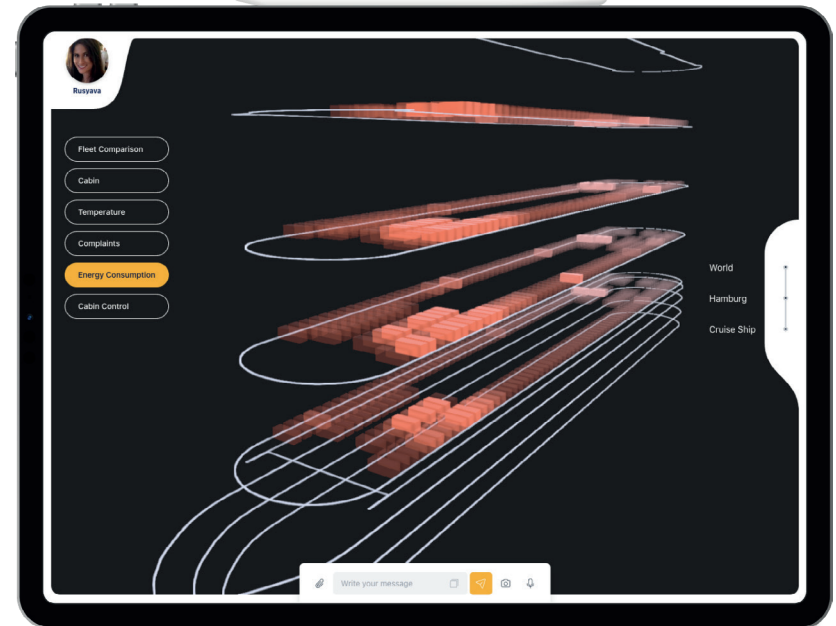


FIGURE 4: DIGITAL TWIN X-RAY VIEW

We think in layers, like incidents, energy consumption, passenger claims, etc. Data from several sources can be combined into relevant insights at a glance. One platform — multiple perspectives and users: information is tailored to specific users — on ship and on shore. Cruise lines benefit from fleet-wide insights, patterns, optimizations, and organizational learning — figure 5.

“ An entire ship is essentially its own digital ecosystem. By making this ecosystem transparent and actionable, the LHIND Digital Twin helps operators move from isolated data points to meaningful operational insight.



An entire ship is essentially its own digital ecosystem. By making this ecosystem transparent and actionable, the LHIND Digital Twin helps operators move from isolated data points to meaningful operational insight. Strengthening reliability, sustainability, and guest experience across modern maritime operations.

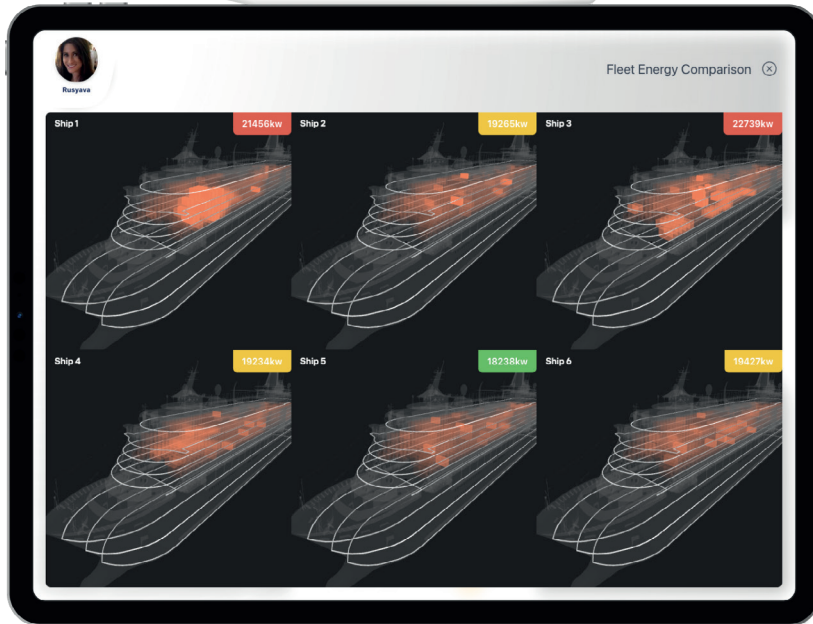


FIGURE 5: DIGITAL TWIN FLEET COMPARISON

### IN CONCLUSION

As cruise ships evolve into highly connected operational environments, the ability to understand and manage complexity becomes increasingly important. The LHIND Digital Twin transforms fragmented system data into a unified operational view, enabling faster decisions, improved efficiency, and better coordination between ship and shore teams.

### DR. GERALD DÄUBLE



For over a decade, Dr. Gerald Däuble and his team have spearheaded transformative initiatives in AI, process automation, e-learning, gamification, and customer/staff engagement in the cruise and hospitality industry. Gerald's diverse professional journey spans roles in corporate, startup, and research environments. Across these experiences, a common thread has emerged: a drive to challenge the status quo and introduce innovative perspectives.

### LUFTHANSA INDUSTRY SOLUTIONS



**Lufthansa Industry Solutions**

From insights to impact — Lufthansa Industry Solutions Digital Twin is founded on more than twenty years of maritime delivery experience, strengthened by cross-industry innovation from aviation, logistics, and manufacturing. The Digital Twin transforms complex vessel ecosystems into a unified, transparent, real-time decision environment. From insights to impact: AI-enabled intelligence converts operational data into measurable efficiency gains, sustainability improvements, and hyper-personalized guest services. Mission-critical clarity strengthens reliability and safety, including advanced Man Overboard detection through fully integrated multi-technology systems.

**INTERACTIVE GIVE US YOUR OPINION**

[CLICK HERE TO POST YOUR COMMENT](#)

**INTERACTIVE SUBSCRIBE HERE**

[CLICK HERE TO READ ALL FUTURE EDITIONS](#)



# Ultrabulk realizes the Human Dividend

Oskar Fabricius, CFO at Ultrabulk explains how behavioral science can help with motivating crew to drive fuel efficiency on a Chartered fleet

**Before looking at the main subject of this article — which is what behavioral science has done for Ultrabulk and our crews — let me first introduce ourselves.**

## ULTRABULK

Ultrabulk is a global dry bulk operator with anywhere between 160 to 200 vessels in service at any time. Our fleet ranges in size from Panamax, Supramax, and Handysize vessels, to smaller MPPs down to around 12,000 tons deadweight. Our operating model is predominantly based on chartering vessels from owners and using those vessels to supply services to our cargo owners; we don't own our vessels, which means the crews onboard the vessels do not report to us.

The cargoes we transport vary, but they are mainly grains, sugar, minerals, ores, and coal. These account for about 55 percent of what we transport, while the rest is a mix of fertilizers, forestry products, construction materials, iron ore, salt, and steel. In addition, we carry project cargoes such as windmill blades, steel plates, and other odd-size items.

## REASONS TO IMPLEMENT A FUEL EFFICIENCY SOLUTION

Nearly six years ago, we established a fuel efficiency team. It began very simple: we wanted to understand how much fuel the ships were consuming as a first step towards understanding the baseline we could improve from. Since then, we have focused our fuel management efforts on every variable except the crew on board. We hired technical experts and focused on finding the optimal ways to run a ship — including the best use of the main engine and

“ Our operating model is predominantly based on chartering vessels from owners and using those vessels to supply services to our cargo owners; we don't own our vessels, which means the crews onboard the vessels do not report to us.

knowing when an auxiliary engine needs to be engaged. We have also examined draft, trim and LED lighting as well as tested and implemented different ESDs (energy saving devices). We have of course also been interacting with the crew, but mostly on an instructional basis and not focusing on how to get them onboard with the journey to fuel efficiency.

We have been working closely with the people around us, including our owners, technical managers, and customers, with a significant focus on data, automation, technology and ESDs. We have made good progress in many instances, but we were still missing something. You can implement all of these technical changes, but if you forget that you are working with people, then at some point, your incremental improvements will cease. The challenge is: how do you motivate people onboard to prioritize fuel efficiency?

**seacraft**  **IT**  
CARGO - CRUISE - OFFSHORE

**Curated cargo IT  
solutions, in one platform**

**CLICK HERE to sign up FOR FREE to  
SeacraftIT to evaluate vendors and systems**





We had many good ideas, but we needed to engage the crews. We cannot demand much of them because we are not their employer. We occupy a position of influence without authority. So, we needed to find a way to motivate crews to do these things simply because it is the right thing to do. This was one of the biggest challenges for us and that is why we found the Signal approach interesting.

“ We occupy a position of influence without authority. So, we needed to find a way to motivate crews to do these things simply because it is the right thing to do. This was one of the biggest challenges for us...

## ORDERING NEW SHIPS IS NOT THE ONLY ANSWER

If we can improve the performance of the current fleet, the impact is greater. If we rely only on ordering new environmentally friendly ships to improve fuel savings and emissions, we are only going to see the full effect in 30 years. There are over 20,000 ships already on the water, and they are not going to disappear overnight. While taking advantage of modern tonnage is part of what we do, we also have a strategic focus on getting the most out of the available vessels already in the global fleet.

## THE SIGNAL SOLUTION

A certain amount of data has to be supplied, and data pipelines must be set up, but once that initial work has been done, the system works autonomously. In this test phase with Signal, having high-quality data was key, because without data, you can't prove anything. The implementation has been a good experience and quite easy, and our collaboration with Signal has been really positive.

Signal provides dashboards for us to monitor in real-time. It does not interfere with our technical strategy. Instead, we choose our company focus areas, and Signal interacts with the crew based on behavioral science to engage and motivate them to focus on those same goals. The system essentially supports our existing efforts through positive reinforcement. Furthermore, it brings the people on the ships together with the people on shore, working towards a shared goal to save fuel and help the environment. We were trying to create that alignment on our own, but this does it better.

## SETTING GOALS

The first step is for all parties to agree on the focus area, such as auxiliary engine fuel consumption. Then, goals are set that make sense for a particular crew and vessel in light of their historical data. Signal has a smart way of setting the right goals based on the crew's own historical performance. For a top-performing crew, a fleet-average goal is a waste of time; for a crew facing more challenges, that same average can feel unattainable. Once the goal is set, Signal gives updates to the crew to follow their own progress.

## FITTING WITH ULTRABULK PROCESSES

Signal was the right fit at the right time for us. You have to have your house in order, including the necessary data and a clear agreement on the processes you want to improve. The biggest challenge was that we don't own our vessels, so we had to convince third parties to take part. We worked with Signal to convince technical managers, owners, and captains. Even if you own the ships, you still need buy-in from the people on board.

In the beginning, you need close cooperation to focus on the ships where it is difficult to get started. We solved that together; we spoke to these counterparties with Signal's support and adjusted the messaging to ensure the crews understood how things were connected. We insisted on having a control fleet for the test, because we wanted to be sure we could prove whether it was working or not. Comparing like-for-like is important because you don't want to complete a trial and then be unable to prove if the service produced a real impact.

## IMPLEMENTATION AND FIRST USES

We started around the 1st of February 2025 and trialed seven ships, with a control fleet of seven monitored ships. We dedicated an operator who understood the ships and operational challenges, to be the contact point for the trial. He coordinated with other departments, including data and technical teams, and I also had the chance to be involved during this period.

The behavior we focused on was efficient auxiliary engine usage, and we also looked at the boiler, draft, and to some extent, the main engine. We saw the clearest behavioral change in auxiliary engine usage, where there was a clear improvement in performance both at sea and in port. While we saw some improvement with the boiler, it was less significant. The auxiliary engine is where it is easiest to separate performance from other variables. We could see a tangible improvement in fuel efficiency — one that was significant enough to continue.

## WORKING WITH SIGNAL

Crew feedback has been that Signal is easy to use. It is intuitive and simple, which is important because people on ships are very busy and have to deal with a lot of documentation.

Our cooperation with Signal has been strong. You can discuss exactly what you want to test, but it is important to be clear about where you have the best chance to prove a change in your environment. The control group is vital; when spending money on new solutions, you need to demonstrate why they make sense. Without the control group, we likely would not have been able to justify the rollout. The control group was the basis for the business case;



we told our performance team they could focus as much as they wanted on the control group to see what they could achieve, which gave us a clear way to see the improvement.

## FUTURE PLANS

We are now taking the next step. Having started with seven vessels, we are rolling the solution out to a larger part of the fleet while still keeping a significant control group to ensure it delivers long-term benefits at the level we have seen so far.

For me, the most important thing about Signal is that it is easy. You don't have to take a ship into dry dock or make physical changes to the vessel. If you already have a good way of working, you can put Signal on top and it will likely make a good thing better. It is simple to use and works autonomously once aligned. In brief, it's efficient and doesn't get in the way of sailing the ships.

### OSKAR FABRICIUS



Oskar Fabricius is the Chief Financial Officer at Ultrabulk, where he leads financial strategy, business intelligence, and digitalization efforts. A data-driven leader, he previously served as Managing Director of Ultrana Business Support. His career began in 2011 as a shipping trainee at Nordic Tankers. Oskar holds an MSc from Copenhagen Business School and completed leadership training at IMD Business School.

### ULTRABULK



Ultrabulk is a leading global dry bulk operator, offering a broad range of shipping services to accommodate customers in their maritime transportation needs in the Panamax, Supramax and Handysize segments as well as with Specialized Services. Partnerships with close customers are the core of Ultrabulk's business, and considerable effort is put into visualizing and meeting their needs. Long-Term perspectives drive investments aimed at building personal relations and cooperation.

### SIGNAL



Signal is a pioneering, crew-centric behavior change technology service delivering charterers and owners measurable and sustained reductions in fuel consumption. Deploying cutting edge data and behavioral science in personalized communications to crew that leverage existing data and existing processes, Signal engages and motivates crew to implement everyday fuel saving actions on board.

**INTERACTIVE GIVE US YOUR OPINION**

[CLICK HERE TO POST YOUR COMMENT](#)

**INTERACTIVE SUBSCRIBE HERE**

[CLICK HERE TO READ ALL FUTURE EDITIONS](#)

# Maritime and Shipping Software Directory

Key 'at-a-glance' information from the world's leading Maritime and Shipping software providers.

IT is a powerful force but, to leverage its greatest value, it must be harnessed and directed. It must also be able to handle huge and growing data streams that record every aspect about the ways that vessels sail how they are readied and the conditions they will meet. This challenge has attracted the best brains and most innovative enterprises to create IT solutions for one of the most demanding working environments, the world's oceans. Inevitably, there are many such developers and vendors offering solutions ranging from single function 'Specialist Point Solutions' to complete 'End-to-End' solutions covering the whole process. Seacraft IT makes your search for the right IT provider, to address your business's needs and challenges, that much easier

Readers will know the requirements of their businesses, so we have assembled a directory of the best Maritime and Shipping software providers to make it easier for you to undertake a brief-ish survey of the market, preliminary to starting any specification and selection process. Or you might simply read it to keep up to date with what is available today.



## AEI Communications

**W:** [www.aeicomunications.com](http://www.aeicomunications.com)  
**T:** +1 254 335 0555  
**E:** [sales@aeicomunications.com](mailto:sales@aeicomunications.com)  
LOCATION: USA (TEXAS), UK (LONDON), MALAYSIA (PENANG), TAIWAN, MONTENEGRO

### KEY BUSINESS/SOFTWARE AREAS

- **Hospitality IP Phones**
- **Cruise Line Communication Systems**
- **Guest Room Telephones**
- **SuiteKeeper Software**
- **RoomKeeper Software**

### KEY BUSINESS/SOFTWARE AREAS

- **Hospitality Phone Systems**
- **Cruise Line Communications**
- **IP and Analog Telephony**
- **Guest Room Technology**
- **Emergency Broadcast Systems**

World's leading supplier of telephones for hospitality, hotel, business, and cruise line industries. US-based corporation that designs and manufactures all products with own factory and operations. Provides IP phones with USB charging, emergency call features, customizable designs, and proprietary software including SuiteKeeper (controls up to 15 IP phones with one SIP license), IMM monitoring software (24/7 real-time phone status monitoring), and Emergency Broadcast functionality for simultaneous messaging to all phones.

[CLICK HERE FOR PRODUCT DETAILS](#)  
[CLICK HERE TO REQUEST PRIVATE DEMO](#)



## DNSFilter

**W:** [www.dnsfilter.com](http://www.dnsfilter.com)  
**T:** +1 (877) 331-2412  
**E:** [sales@dnsfilter.com](mailto:sales@dnsfilter.com)  
LOCATION: WASHINGTON, DC, USA

### NAME(S) OF PRODUCT(S) MARKETED

- **DNSFilter**
- **Guardian**

### KEY BUSINESS/SOFTWARE AREAS

- **Protect maritime networks without VPNs or complex setups**
- **Prevent phishing and malware attacks by blocking dangerous connections before they're made**
- **Filter harmful content to prevent compliance risks and brand damage**
- **Secure IoT and unmanaged devices**

DNSFilter provides AI-powered cybersecurity for maritime networks, protecting passenger Wi-Fi, crew devices, and shipboard systems. Its DNS-layer security prevents threats before they reach users, helping fleets maintain IMO compliance and operational resilience across vessels and global connections. As a cybersecurity company DNSFilter supports large organizations, including cruise line and shipping companies such as MSC. DNSFilter's AI-driven content filtering and threat protection blocks threats on crew devices, guest Wi-Fi, and on legacy technology. Unlike reactive security tools, DNSFilter prevents threats before they reach users—whether on land or at sea.

[CLICK HERE FOR PRODUCT DETAILS](#)  
[CLICK HERE TO REQUEST PRIVATE DEMO](#)



## Kaiko Systems

**W:** [www.kaikosystems.com](http://www.kaikosystems.com)  
**T:** +49 89 740045840  
**E:** [info@kaikosystems.com](mailto:info@kaikosystems.com)  
LOCATION: GERMANY (MUNICH), GLOBAL OPERATIONS

### NAME(S) OF PRODUCT(S) MARKETED

- **Mobile Inspection App**
- **Cloud Dashboard Platform**
- **AI Analytics Engine**
- **SIRE 2.0 Compliance Tools**
- **Vessel Health Monitoring**

### KEY BUSINESS/SOFTWARE AREAS

- **Maritime operations digitization**
- **Ship-shore collaboration**
- **AI-powered compliance analytics**
- **Inspection and maintenance**
- **Risk management and reporting**

AI-powered platform for ship managers and owners providing end-to-end digitization of frontline workflows and vessel health monitoring. Trusted by 1000+ vessels globally. Platform includes smartphone-based mobile app for crew inspections and maintenance, cloud dashboard for shore-side management, and AI analytics for automated data verification and structuring. Helps identify off-hire risks early, improve safety regime thoroughness, enhance fleet performance, and ensure SIRE 2.0 compliance. Automates routine tasks allowing skilled personnel to focus on high-value activities.

[CLICK HERE FOR PRODUCT DETAILS](#)  
[CLICK HERE TO REQUEST PRIVATE DEMO](#)



## Lufthansa Industry Solutions

**W:** [www.lufthansa-industry-solutions.com](http://www.lufthansa-industry-solutions.com)

**T:** +49 40 5070 30000

**E:** [daniela.daeuble@lhind.dlh.de](mailto:daniela.daeuble@lhind.dlh.de)

LOCATION: GERMANY, ALBANIA, SWITZERLAND, USA

### NAME(S) OF PRODUCT(S) MARKETED

- **Converged Network Solutions**
- **Digital Twin**
- **Man Overboard Detection & Notification System**
- **Cabin Control Supervision**
- **Smart Prediction Engine Skipper**

### KEY BUSINESS/SOFTWARE AREAS

- **Converged Network Solutions**
- **LHIND Digital Twin**
- **Man Overboard Detection & Notification System**
- **Smart Analytics & Prediction Engines**

**Converged Network Solutions** — Stable networks, fail-safe communication, and secure data paths between land and ship: our convergent systems form the basis for successfully operating digital applications. From planning to implementation.

**LHIND Digital Twin** — The core functionality of the LHIND Digital Twin is the interaction with and integration of user-relevant information in intuitive ways along the mental model of users. This empowers also non-data-savvy users to make use of complex state-of-the-art technology.

**Man Overboard Detection & Notification System** — By combining advanced sensors, intelligent data integration, and intuitive visualization, rescue teams can act quickly and effectively when every second counts. Rescue equals Detect x Locate. Our Digital Twin Man Overboard Solution provides clarity and structure when it matters most.

**Smart Analytics & Prediction Engines** — Business analytics solution for pricing, customer segmentation, and onboard revenue. As well as AI-supported food waste reduction, where computer vision and predictive analytics help reduce food waste.

[CLICK HERE FOR PRODUCT DETAILS](#)  
[CLICK HERE TO REQUEST PRIVATE DEMO](#)



## M3 Solutions

**W:** [www.m3-solutions.net](http://www.m3-solutions.net)

**T:** +1 888-318-4808

**E:** [sales@m3-solutions.net](mailto:sales@m3-solutions.net)

LOCATION: USA (FLORIDA, OHIO, QUEBEC),  
FRANCE (VELIZY-VILLACOUBLAY), SINGAPORE

### NAME(S) OF PRODUCT(S) MARKETED

- **M3 Platform (Device Management)**
- **Content Deployment Automation**
- **Access Control & Security**
- **MDM Integration Services**
- **Device Readiness Solutions**

### KEY BUSINESS/SOFTWARE AREAS

- **Mobile device fleet management**
- **Automated content deployment**
- **Security and access control**
- **Infrastructure monitoring**
- **Enterprise device automation**

Fully customizable hardware and software platform for managing, updating, and securing fleets of mobile devices. Serves aerospace (aircraft maintenance documentation), military (secure MRO and training), and healthcare (patient care and confidential records) industries. Platform ensures zero-touch operation through automated content updates, OS and app deployments, and preventative monitoring. Reduces operational costs by 80%, provides 100% predictability with real-time updates, and enables 3x faster deployment. Integrates with existing MDM tools and IT partners for comprehensive device control across organizations.

[CLICK HERE FOR PRODUCT DETAILS](#)  
[CLICK HERE TO REQUEST PRIVATE DEMO](#)



## Seaber

**W:** [www.seaber.io](http://www.seaber.io)

**E:** [commercial@seaber.io](mailto:commercial@seaber.io)

LOCATION: FINLAND (ESPOO, HELSINKI)

### NAME(S) OF PRODUCT(S) MARKETED

- **Fleet Scheduling Platform**
- **Chartering Optimization**
- **Cargo Matching AI**
- **Voyage Planning Tools**
- **TCE Maximization Software**

### KEY BUSINESS/SOFTWARE AREAS

- **Maritime freight optimization**
- **Fleet performance management**
- **AI-powered scheduling**
- **Cargo delivery optimization**
- **Emissions reduction**

Independent Finnish maritime SaaS company founded in 2017 focused on reducing shipping inefficiencies and environmental impact through digitalization. Provides data-driven insights using predictive AI to help shipowners, charterers, and commodity traders optimize fleet TCE, cargo delivery, and vessel utilization. Platform features seamless workflow, complex cargo matching, and automated data integration from voyage management systems. Helps reduce unnecessary port waiting time, minimize ballast voyages, improve asset utilization and profitability, reduce fuel consumption and emissions. Serves bulk and breakbulk shipping sectors with market-leading algorithms and multi-scenario KPI-driven comparisons.

[CLICK HERE FOR PRODUCT DETAILS](#)  
[CLICK HERE TO REQUEST PRIVATE DEMO](#)



## Signal

**W:** [www.signal.io](http://www.signal.io)

**T:** +44 (0)20 3964 2839

**E:** [info@signal.io](mailto:info@signal.io)

LOCATION: LONDON, UK

### NAME(S) OF PRODUCT(S) MARKETED

- **Signal**
- ### KEY BUSINESS/SOFTWARE AREAS
- **Behaviour Change & Crew Engagement**
  - **Crew Fuel & Behaviour Tracking**
  - **Human Impact Quantification**
  - **Targeted Crew Communications**
  - **Programme Roll Out & Scaling**

Signal is a behavioural change service that helps the maritime and aviation industries reduce carbon emissions by motivating operators to make more fuel-efficient decisions. Combining behavioural insights with data science, Signal engages crews of pilots, captains, and chief engineers in fuel-saving actions seamlessly within their operations. Its software and communication tools integrate evidence-based behaviour change techniques that prioritise personalisation, autonomy, and safety while encouraging seafarers to act on their opportunities and improve fuel performance at sea. To date, Signal has helped aviation and shipping customers save over \$30 million in fuel costs and avoid over 125,000 metric tonnes of CO<sub>2</sub> emissions.

### BENEFITS

**Significant fuel & CO<sub>2</sub> savings:** With no retrofitting required and a fast onboarding process, we can enable fuel savings and CO<sub>2</sub> emissions within days of service launch.

**Enables your existing processes, data & tools to drive change:** Signal is compatible with industry-leading data services and integrates with existing fuel efficiency initiatives to avoid introducing new processes or digital tools.

**Quantifiable impact:** Our behavioural insights enable individual crew members and managers to see the impact of every operational decision to focus on specific, contextualised opportunities to save fuel.

**Takes the tension out of decarbonisation initiatives:** A deep understanding of your crew members' behaviour, combined with attention to safety considerations, minimises the tension and pushback from users.

[CLICK HERE FOR PRODUCT DETAILS](#)  
[CLICK HERE TO REQUEST PRIVATE DEMO](#)



**SmartSea**

**W:** [www.smart-sea.com](http://www.smart-sea.com)  
**T:** +357 25 201201  
**E:** [sslsales@smart-sea.com](mailto:sslsales@smart-sea.com)  
 Locations: Limassol, Cyprus

**NAME(S) OF PRODUCT(S) MARKETED**

- SmartSea
- KEY BUSINESS SOFTWARE AREAS**
- Vessel IT, Cybersecurity & Core Infrastructure
- Vessel Digital Operations, Performance & Sustainability
- Vessel Software, Integration & Digital Experience
- Travel Passenger Processing
- Baggage Handling

SmartSea is a specialist maritime technology provider that brings proven aviation-grade IT expertise to the global shipping industry. Built on SITA's 75-plus years of experience in mission-critical transport communications, SmartSea delivers an integrated maritime management platform (MMP) and a comprehensive portfolio of infrastructure, cybersecurity, and digital integration services. The platform connects vessels, ports, and shore organizations to streamline operations, improve safety, and enable data-driven decision making across the fleet lifecycle. SmartSea helps shipowners and operators modernize legacy environments by standardizing connectivity, hardening cyber defenses, and consolidating operational data into a secure, cloud-enabled environment. Services span network design, IT and OT integration, monitoring, and managed security tailored to maritime requirements. With its roots in aviation, SmartSea focuses on high availability, global coverage, and regulatory compliance while supporting decarbonization and digital transformation initiatives. The result is a modern maritime platform that enhances collaboration across stakeholders, reduces complexity for ship IT teams, and positions customers to adopt advanced capabilities such as remote support, condition-based maintenance, and future digital services

[CLICK HERE FOR PRODUCT DETAILS](#)  
[CLICK HERE TO REQUEST PRIVATE DEMO](#)



**SuitePad**

**W:** [www.suitepad.de](http://www.suitepad.de)  
**T:** +49 30 319850000  
**E:** [info@suitepad.de](mailto:info@suitepad.de)  
 LOCATION: GERMANY (BERLIN)

**NAME(S) OF PRODUCT(S) MARKETED**

- Digital Guest Directory
- In-Room Tablet Solution
- SuitePad Phone
- Hotel Booking Platform
- Guest Communication System

**KEY BUSINESS/SOFTWARE AREAS**

- Hotel guest communication
- Digital guest services
- In-room entertainment
- Hotel service booking
- Guest experience management

Europe's leading provider of digital guest communication systems for the hotel industry. Berlin-based company founded in 2012 with over 60 employees. Provides tablets specifically designed for hotel rooms that serve as digitalized guest directories with enhanced communication capabilities. Equipped in over 1,000 hotels and 60,000+ hotel rooms worldwide. Guests can book spa appointments, order room service, book activities, and access hotel information through tablets. Backend system allows hotel staff to send push notifications directly to guest rooms for interactive upselling. Centralizes hotel services and brings digital communication between hoteliers and guests to a new level.

[CLICK HERE FOR PRODUCT DETAILS](#)  
[CLICK HERE TO REQUEST PRIVATE DEMO](#)



**Tilla Technologies**

**W:** [www.tilla.tech](http://www.tilla.tech)  
**T:** +46 8 544 104 80  
**E:** [info@tilla.tech](mailto:info@tilla.tech)  
 LOCATION: GERMANY (BERLIN)

**NAME(S) OF PRODUCT(S) MARKETED**

- Crew Change Management Platform
- AI-Powered Planning System
- Automated Flight Management
- Invoice Management
- Crew Logistics Reporting

**KEY BUSINESS/SOFTWARE AREAS**

- Crew change optimization
- Maritime crew logistics
- Travel coordination
- Cost reduction automation
- Crew management integration

Berlin-based maritime software startup founded in 2021 by Niklas Weidmann and Narayan Venkatesh. Provides AI-powered platform to digitize and automate the full crew change process in commercial shipping. Over 500 vessels currently using the platform. Integrates all relevant data sources including voyage schedules, crew details, port agency data, real-time flight information, and travel requirements. Covers complete crew change process from planning through automated flight management, invoice management, and reporting. Seamlessly integrates with existing crew management systems. Reduces crew change costs by up to 24% and saves up to 40% in time for ship managers. Backed by €2 million in funding to accelerate global growth.

[CLICK HERE FOR PRODUCT DETAILS](#)  
[CLICK HERE TO REQUEST PRIVATE DEMO](#)



**Webinars  
 eJournals  
 Software  
 Conferences  
 News  
 Advisory Unit**

Want to be involved?

Simply email  
[gayle@seacraftit.com](mailto:gayle@seacraftit.com)  
 for more information



# Are you a shipping industry vendor?

## Cast a wider net and do more with SEACRAFT IT

**Webinars • eJournals • Software • Conferences • News • Advisory Unit**

Want to be involved? Simply email [info@seacraftit.com](mailto:info@seacraftit.com)

**[www.seacraftit.com](http://www.seacraftit.com)**

**seacraft IT**  
CARGO - CRUISE - OFFSHORE

# Navigate the future of maritime technology with a clearer view

## Stay on course with SEACRAFT IT

Click here to sign up for a FREE membership  
[www.seacraftit.com](http://www.seacraftit.com)

seacraft   
CARGO - CRUISE - OFFSHORE