

Making the difference

FLEET SIZE

52

EMPLOYEES

1.200

LOCATIONS

4

CUSTOMER SINCE

2015

Norddeutsche Reederei H. Schuldt is a shipping company of tradition and its success story has been ongoing for the past 150 years. As a competent partner in ship management with a fleet of 52 modern vessels that reflect the market development and with a widespread expertise, the company offers capacities for the coverage of tonnage requirements for international liner shipping companies.

Moreover, an enormous range of maritime services like purchase, sale and risk management as well as asset management are part of the services offered by the Hamburg-based company.

Challenges

The Norddeutsche Reederei H. Schuldt, as a global acting company, was, with respect to the megatrends of this branch, aware that sustainable competitive advantage is only realisable with the use of modern and intuitive software. While searching for an adequate support for the everyday operations, it was especially focused on the deployment of a central information- and communication-platform.

The primary aim of the digitalisation and its accompanying optimised business processes, was to minimise data redundancies and media breaks. Thereby, consistent data is achievable while significantly increasing the general data quality simultaneously. Another crucial factor for the selection of the right software solution was the provision of a browser-based and location- and time-independent access to important data.

Connecting systems

A special challenge was to connect the existing system landscape and the Cloud Fleet Manager, to allocate valuable data material at a central point. By using the Public API, software providers can retrieve information or pass it on to the Cloud Fleet Manager with little effort.

This way, an increase in efficiency could already be realised early on, since access to the information relevant to the day-to-day business required only one application. Today, data from external systems for crew-, performance-, maintenance and document management is provided in the Cloud Fleet Manager.

Creating scopes for development

With its innovative applications, Cloud Fleet Manager seamlessly integrates itself into the company environment at sea and land while at the same time laying the foundations for the optimisation of business processes. Without time-consuming installation and updating efforts, Cloud Fleet Manager allows the focus on the essentials and the digitisation of core activities from the outset. This way, the Norddeutsche Reederei H. Schuldt was able to create scopes for development in order to adapt the service portfolio more directly and quickly to the rapidly changing information requirements.

Realising Synergies

Beginning with the introduction of the Cloud Fleet Manager portal and its Crewing application, the internal collaboration between the ships and staff on shore could be intensified and accelerated. Whether crew planning, execution of payroll or the evaluation of seamen: the digital data is available non-redundant, valid and immediately where it is needed.

The aspirations of the quality management could be further enhanced, while at the same time a noticeable reduction of workload for the employees on land and at sea could be achieved. Further current applications such as Operations, Schedule & Agents and Offhires & Claims were introduced with minimal effort. Cloud Fleet Manager and Cloud Ship Manager offer sufficient flexibility to distribute tasks according to requirements.

For example, schedules or agencies can be administrated both at sea and on land, this way all users can benefit from the transparent depiction of required information.

Keep Moving

Currently the application Inspections & Audits is introduced with its native apps for Android, iOS and Windows 10. Inspections, audits or vettings can be carried out on mobile devices in a time-saving manner and are post processed and finalised in the cloud.

The Norddeutsche Reederei H. Schuldt relies on modern technologies and the productivity-enhancing cloud solutions from Hanseaticsoft and benefits from ongoing improvements and new developments. The solutions of the Cloud Fleet Manager tailored to the maritime environment are ideally suited for the innovative orientation of the company.



“The consolidated, secured knowledge of a company is the key to successfully meeting the alternating conditions of the maritime markets. By recognising the potential of different segments in a 360° overview and combining these insights, convincing services can be created.”

Elif Güçhan
Project Manager