ICE Technology Services – transforming business through technology.

Case Study: SAGA Cruises
New Ship Full System Review and Technology Recommendation

With building two new ships in the next couple of years, SAGA was looking to gather technology requirements in order to find the technology that is future proof and most suitable for their business. In doing so, SAGA was looking to improve operational efficiency but to remain their high quality customer service to their guests.
To make the ambition into a reality, reviewing the existing technology and understanding the business requirements were two key success elements.

Challenge: Manual process has outgrown the existing technology
Solution: Recommendation made to optimise the existing technology and suggest a new technology that is future proof within Minimum Viable Product (MVPs)

"Implementing Maritime Information Technology is an art in itself. When a ship is offshore for weeks at a time resilience is paramount. ICE Technology Services continues to be the maritime industry 's first port of call."
Ian Richardson – Co-Founder

Customer:
SAGA Cruises
Country:
United Kingdom
Industry:
Maritime/Cruise
Fleet Size:
2 vessels

"The integration of new state of the art IT systems and applications in our new ships are vital to the success of Spirit of Discovery and Spirit of Adventure. Choosing ICE Technology Services was a good decision. They slotted in to the new build team well and quickly bought their cruise industry and solution expertise to bear within the project."
Andrew Gisby: Director of IT, Saga Travel

SAGA keep doing

ICE TECHNOLOGY SERVICES

ICE has implemented many cruise-related applications and solutions for the past 20+ years. ***Having in-depth knowledge of both the technical and operational aspects of the industry within the company*** *enables system implementation to be managed from start to finish. This is important when we scope and manage IT systems for cruise business and ensure that applications work well as a part of the comprehensive solution.*
With that experience, ICE enabled Saga Cruises to define their future technology vision for the new builds. Today ICE continues to maintain a close relationship with Saga Cruises and looks forward to a stronger partnership with the system implementation that is scheduled to go live in summer 2019.

1. Discovery On-board: – The first thing ICE did during the Discovery phase was to visit one of the existing ships and reviewed the current on-board infrastructure and technology used. The team was split into two teams to focus on the infrastructure (Technical) and workflow (Operational) using the existing technology. The main goal was to gain an understanding of the current process and workflow (As Is) so that the review of the proposed technical solutions from the yard were aligned with the business requirements for the new ships (To Be) and that the recommendations will not only be made based on industry best practice but also based on the As Is process and flows.

2. Discovery On-shore – The Second part of the Discovery phase was to have workshops with the shore side Operation teams. Mapping the current workflow and identifying the gaps and the business requirements as part of workshops were essential steps to enable the teams to identify how the technology would be used and implemented. Engaging the Saga Operation Team was a successful factor to gather the requirements right and identify how and what technology would be more future proof and fit for purpose. During the workshops, ICE also identified an outgrown manual process that limits the current system usage and this became a part of the analysis when reviewing potential technology that would meet the business requirements but also improves the workflow.

3. Analysis – During the Analysis phase, requirements were broken down into priorities, and Minimum Viable Products (MVPs) were identified with the project. ICE made a thorough analysis on both existing and new technology and provided recommendations accordingly. After a number of meetings and Vendor RFP processes, technology vendors were selected and the recommendation was presented in a Matrix format based on the technical requirements alongside the business requirements per Ship Ops area so that each area of operation is presented with technology that is involved and its infrastructure requirements.

"We engaged ICE to assist us in reviewing current technology processes with a view to optimize, and build on, existing technologies.
Review of current technologies and our aspirations enabled ICE to provide us with options and recommendations resulting in a successful concept development *" - Teemu Piipponen*

4. Enterprise System Diagram – To finalize the project, ICE provided an enterprise system diagram that presents both As Is and To Be to show data flow and its integrations between ship and shore. There is a link created to each data flow to provide the details of the data flow from directions to how and what type of data that is being transferred between the systems.

5. Seamless Resource Transition – Despite an unfortunate incident that left the primary resource incapacitated , ICE was able to substitute an alternate resource immediately and ultimately deliver the project upon time.
This change of plan was quickly achieved by means of the robust communication channels within the consultancy team.
The rapid change of resource was delivered in a seamless fashion, as a result of the multidisciplinary skill- sets that ICE have available for deployment within the travel and cruise industry.

Your technology partners

"We are delighted to have worked so closely with Saga to enable their passengers and crew to gain the benefits of the latest maritime technology."
Ian Richardson – Co-Founder

"Here at TheICEway we understand that all projects face challenges. As a smart business we recognise that it's not the issue but the intelligent response that defines the successful project."
Conor Byrne – Co-Founder

www.iceict.net salesteam@iceict.net