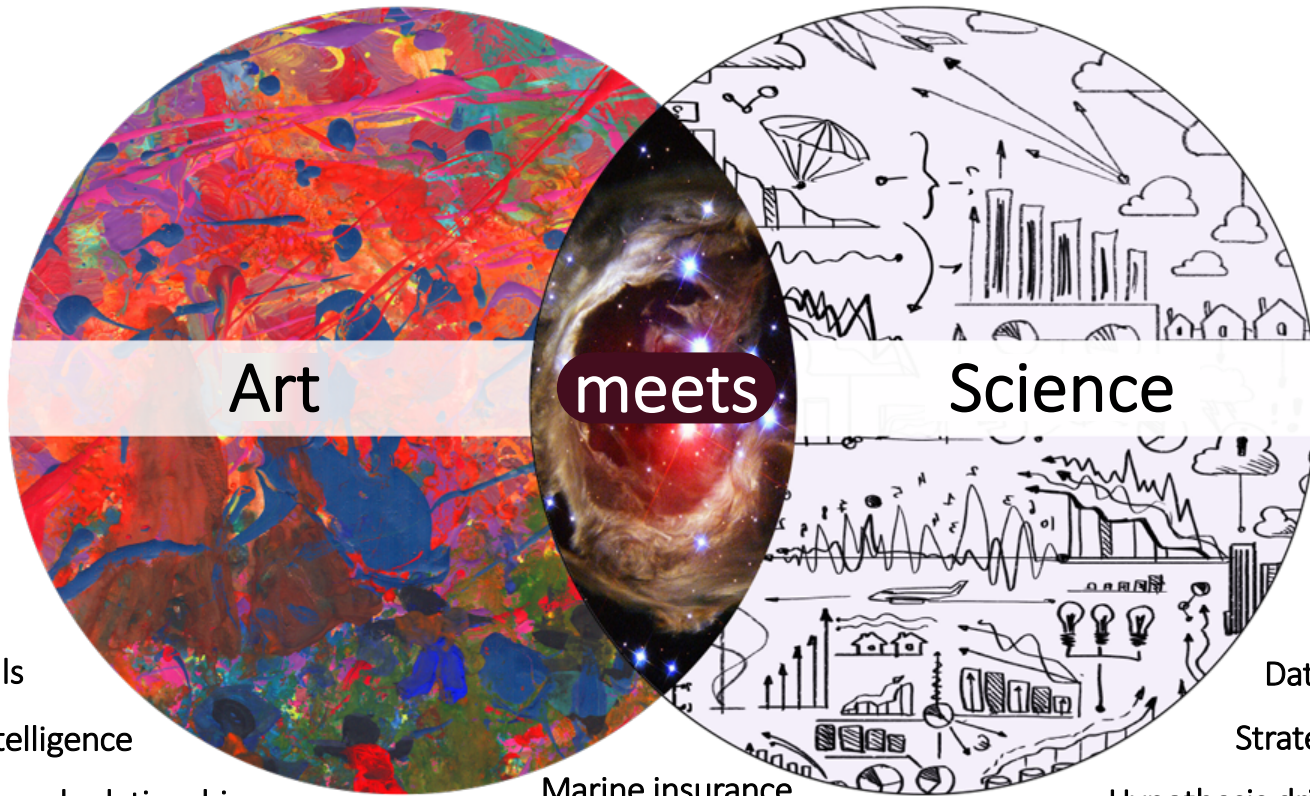


# DIGITAL TRANSFORMATION – WHAT IS IT ALL ABOUT?

Alem Jasarevic, COO, 12 February 2019



Art

meets

Science

Sales skills  
Social Intelligence  
Interpersonal relationships

Marine insurance

Data analytics  
Data engineering  
Strategic oversight  
Hypothesis driven approach

P&I, H&M, Reserving, Claims, LP



Start with

why?

He who has  
a why can  
endure any  
how.

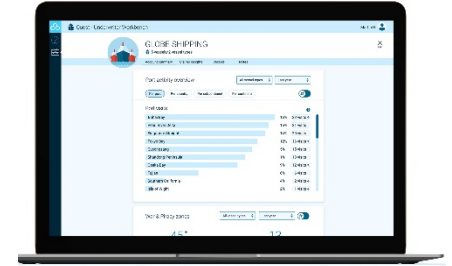
Fredreick Nietzsche



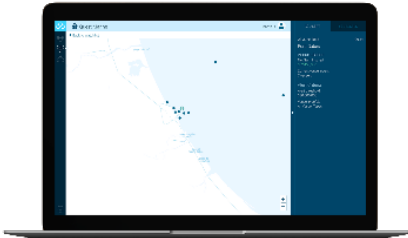
## 1. Improved risk understanding



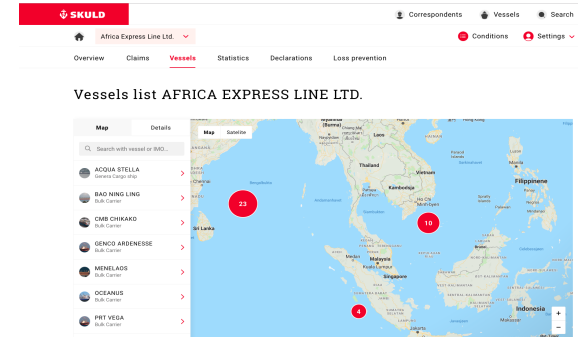
## 2. Targeted LP



## 3. Monitoring sanctions



## 4. New services on Skuld.com



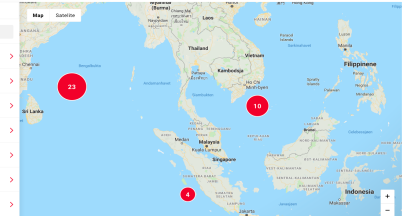
SKULD

Africa Express Line Ltd

Overview Claims **Vessels** Statistics Declarations Loss prevention

Vessels list AFRICA EXPRESS LINE LTD.

Vessel	Operator
ACQUA STELLA	General Cargo Ship
BAO NING LING	Sub-Carrier
CMS CHIKARD	Sub-Carrier
GENCO ARDENISE	Sub-Carrier
MENELASS	Sub-Carrier
OCEANUS	Sub-Carrier
PET VEGA	Sub-Carrier



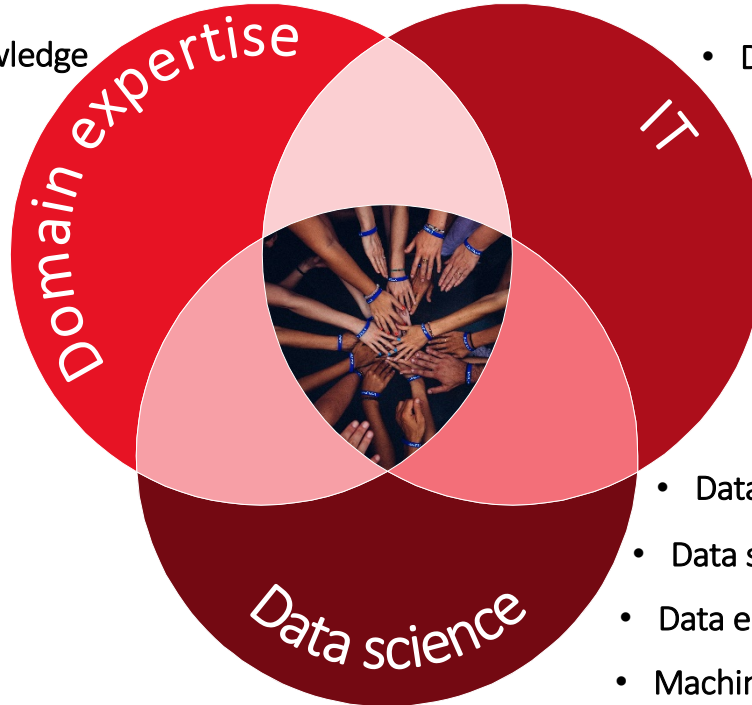


BIG DATA AND ML  
IS STILL...  
..NEW?



# TO SUCCEED, ENGAGE CROSS-FUNCTIONALLY

- Marine industry knowledge
- Terms and conditions
- Pricing and actuarial
- Claims insight
- LP, TM



- Data infrastructure and logics
- Integration architecture
- Frontend development

- Data cleansing
- Data structuring
- Data engineering
- Machine learning



# Big Data integration

Development Design

Data architecture

# Stakeholder management

Evaluate & adapt

Project management

Project plan

The hard side



is hard

The soft side



is hard

Leadership commitment

Develop hypothesis

Forensics / Statistical analysis

Test findings Explore features

Involve influencers

Manage resistance





YOU ARE NOT FINISHED  
UNTIL YOU ARE FINISHED





# WRAP UP

1. Digital transformation is a JOURNEY not a project
2. Get best of both worlds, ART and SCIENCE
3. Start with WHY to create common understanding and sense of urgency
4. To succeed, engage CROSS-FUNCTIONALLY
5. Take proper care both of the HARD and the SOFT side of the equation
6. You are not finished until you are FINISHED



PROTECTING  
OCEAN INDUSTRIES

