APPLIED PORT INTEGRATION – TERMINAL OPTIMISATION UTILISING DIGITALISATION, AUTOMATION AND INTERCONNECTIVITY
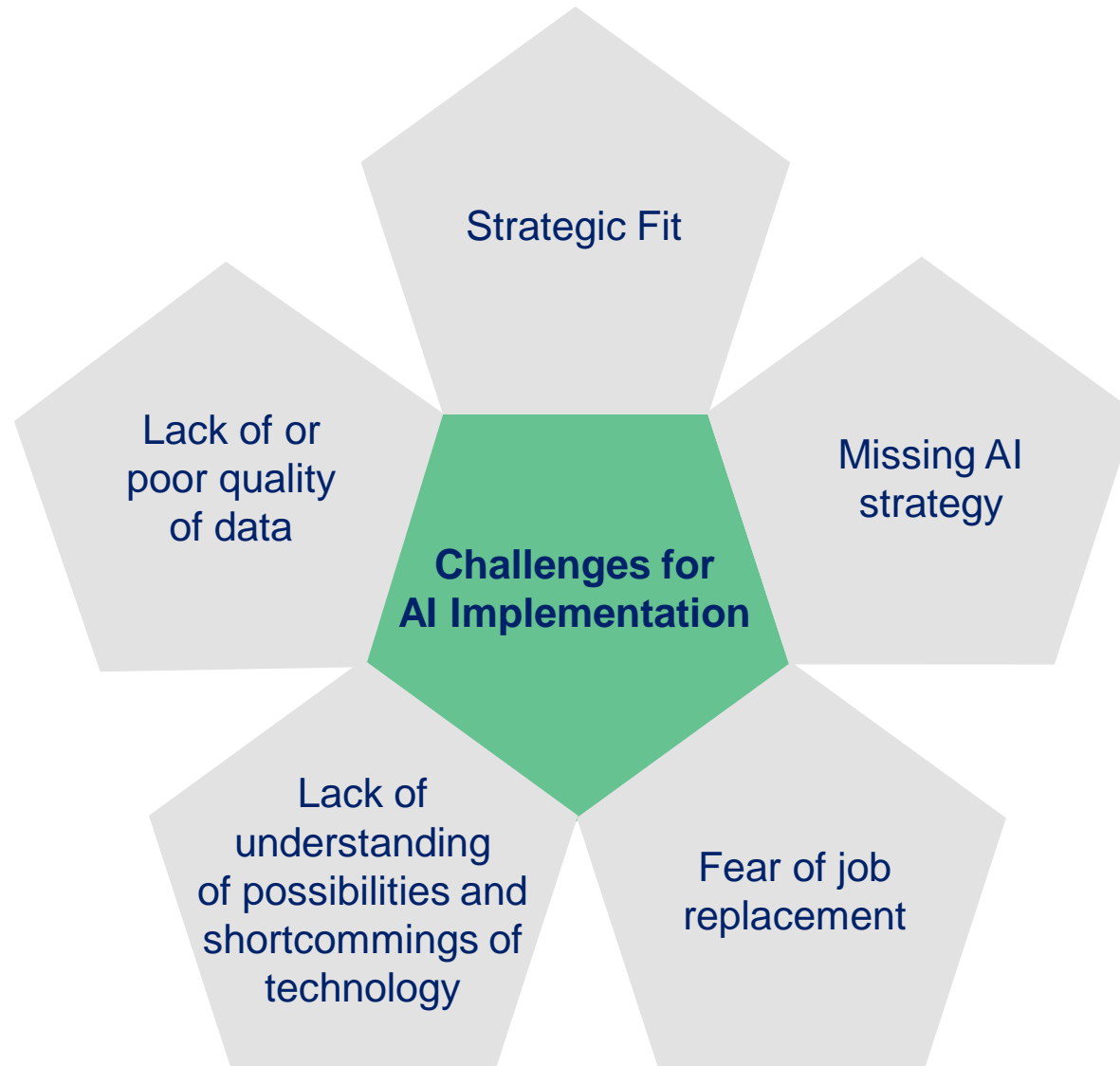
25.02.2021

Integration of systems and extensive comprehensive storage of data enables AI applications in ports

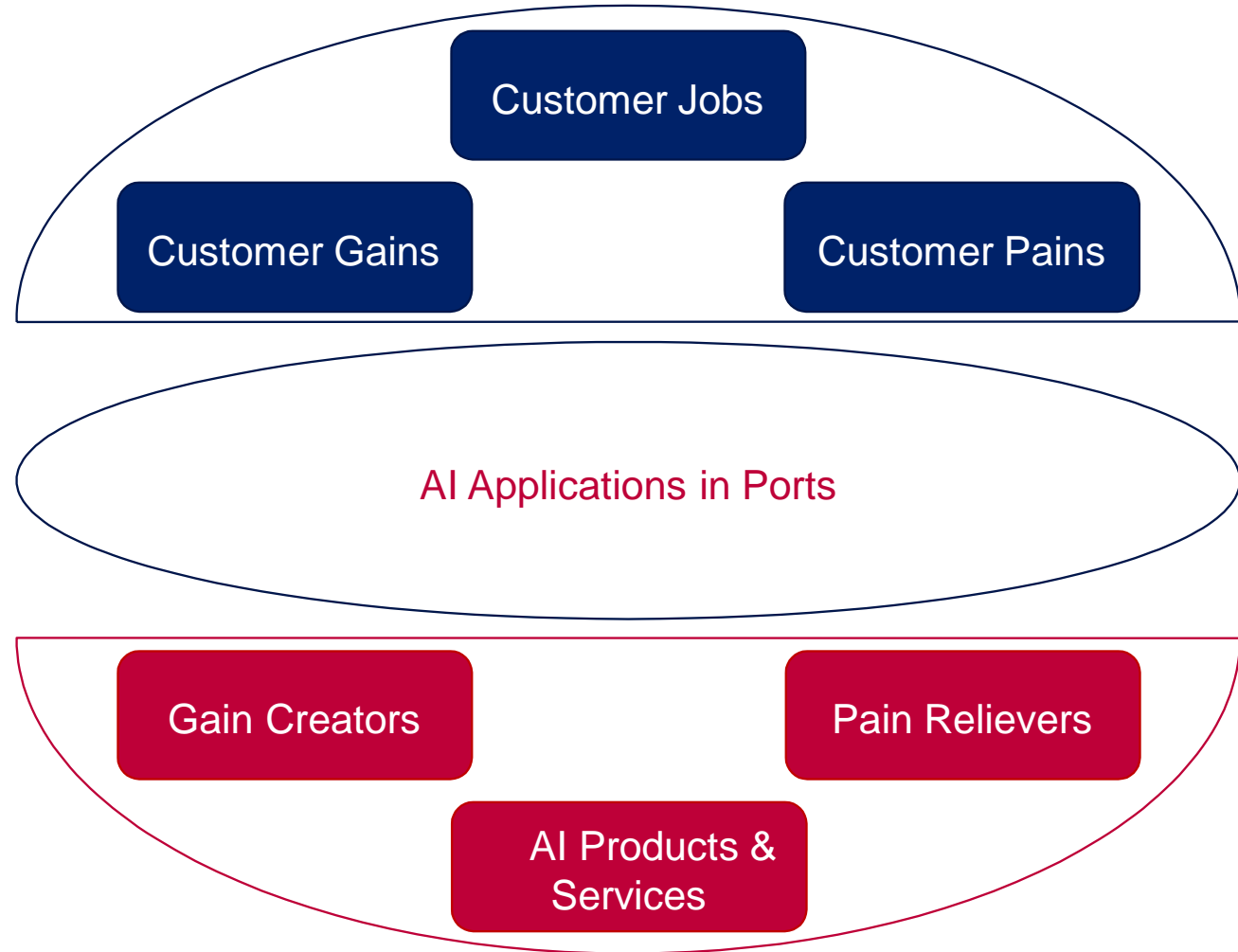# Challenges and chances for AI implementation in ports

Strategic Fit

Lack of or poor quality of data

Missing AI strategy

Challenges for AI Implementation

Lack of understanding of possibilities and shortcommings of technology

Fear of job replacement

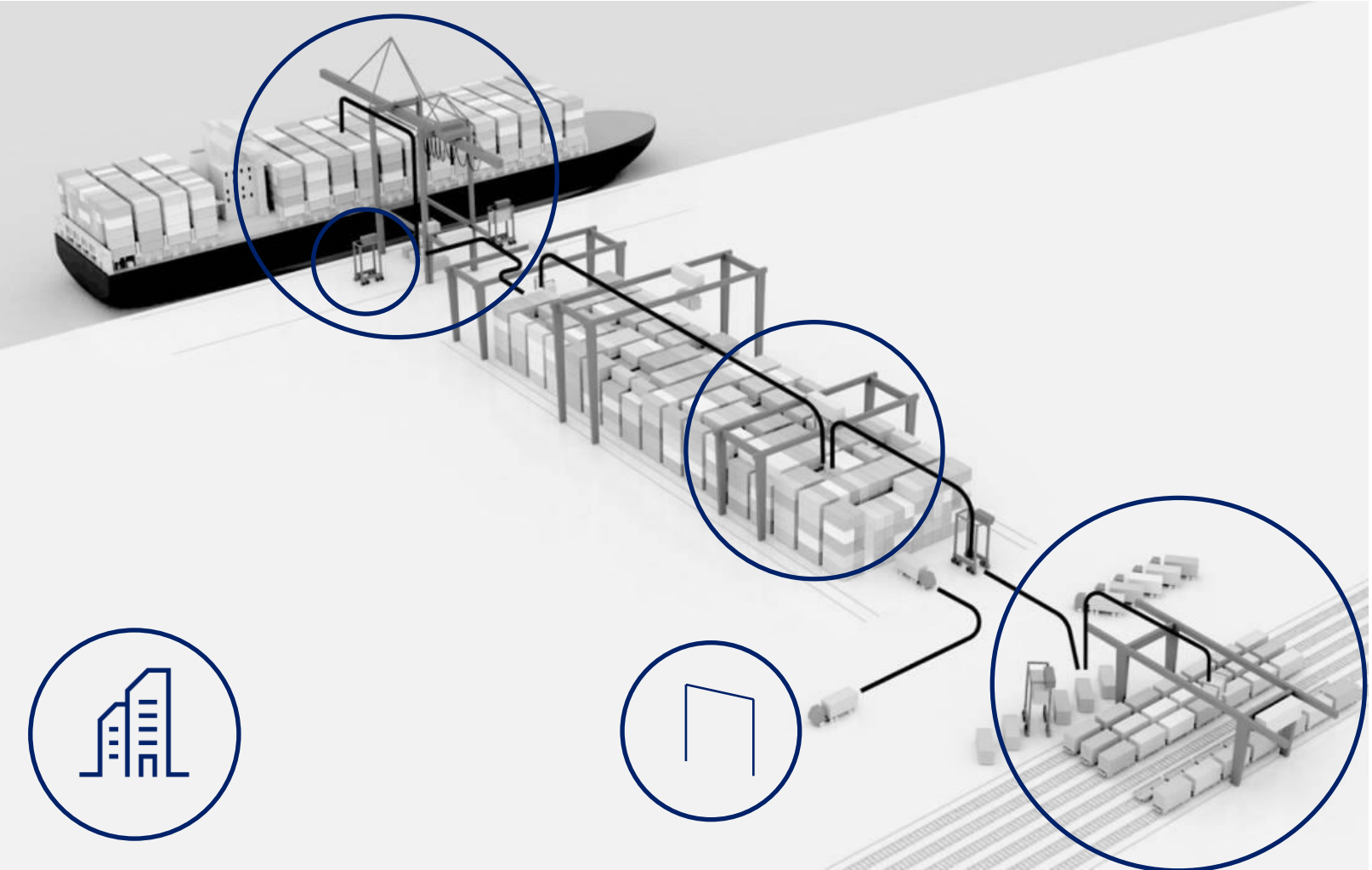# How to identify AI applications in Ports?

Potential 1

Substitution of manual labour

Potential 2

Deriving currently unavailable information to increase process efficiency & effectiveness

Customer Jobs

Customer Gains

Customer Pains

AI Applications in Ports

Gain Creators

Pain Relievers

AI Products & Services

AI applications in ports

Summary & Key Takeaways

- Integration of systems and storage of data creates the foundation for AI applications and data driven insights

- The road to success demands for a clear data and AI strategy

- To make AI implementation projects a success, it's important to combine domain and technology knowledge already in the identification of use cases

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