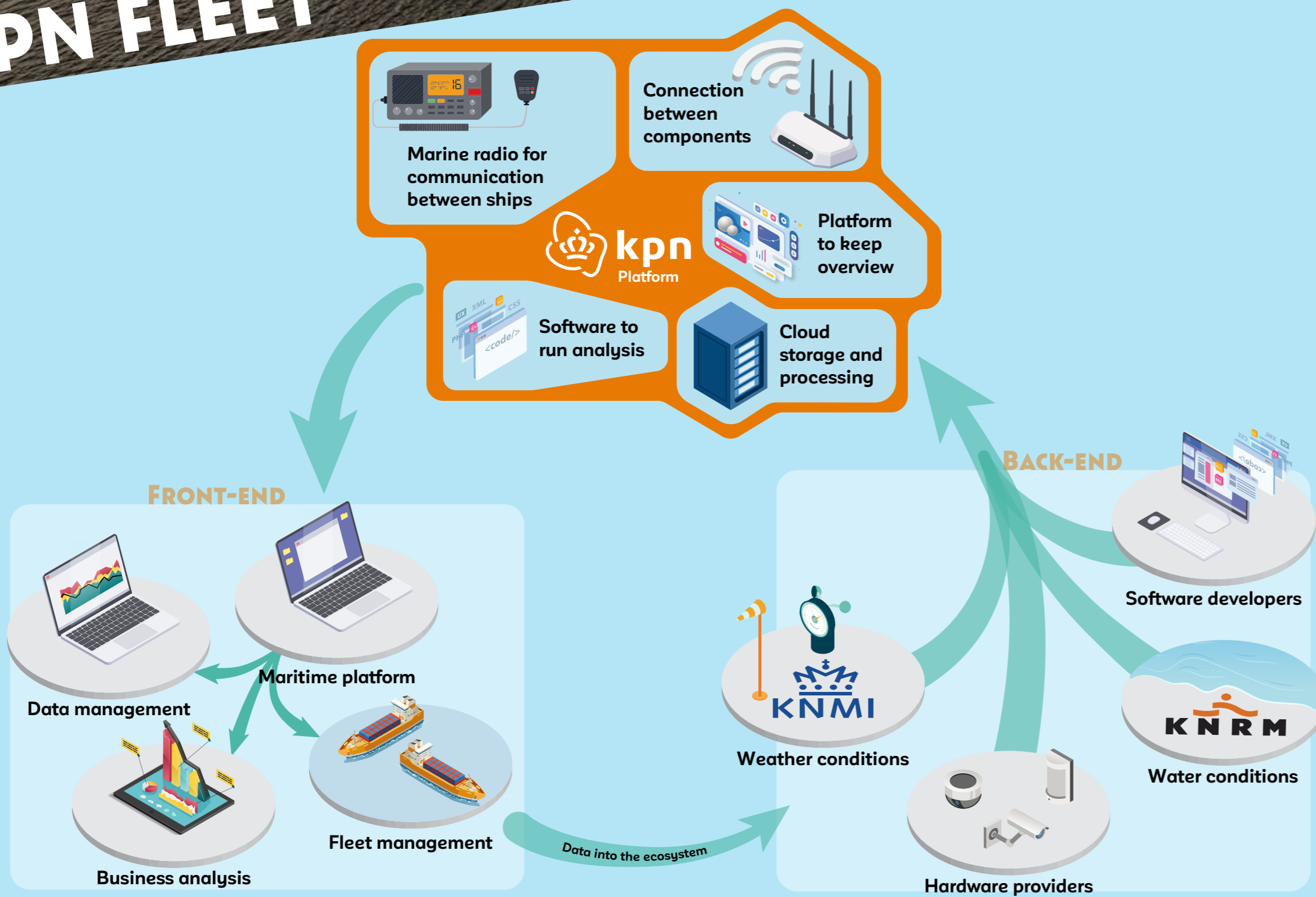


DESIGNING AN ECOSYSTEM TO FACILITATE DATA-DRIVEN CHOICES FOR THE MARITIME SECTOR

KPN should use its experience in data handling and sharing, to initiate an ecosystem to implement data and new technologies in the maritime sector. The ecosystem offers stakeholders the possibility to share data and knowledge resulting in a more efficient sector.

KPN FLEET



DATA-DRIVEN SECTOR

Data is playing an increasingly important role in the maritime sector. Research is being conducted into the use of data and new technologies and their application. Not every stakeholder in the sector has the same opportunities due to a lack of financial resources or limited size. To help these stakeholders, KPN can introduce a data handling and sharing platform: KPN Fleet.

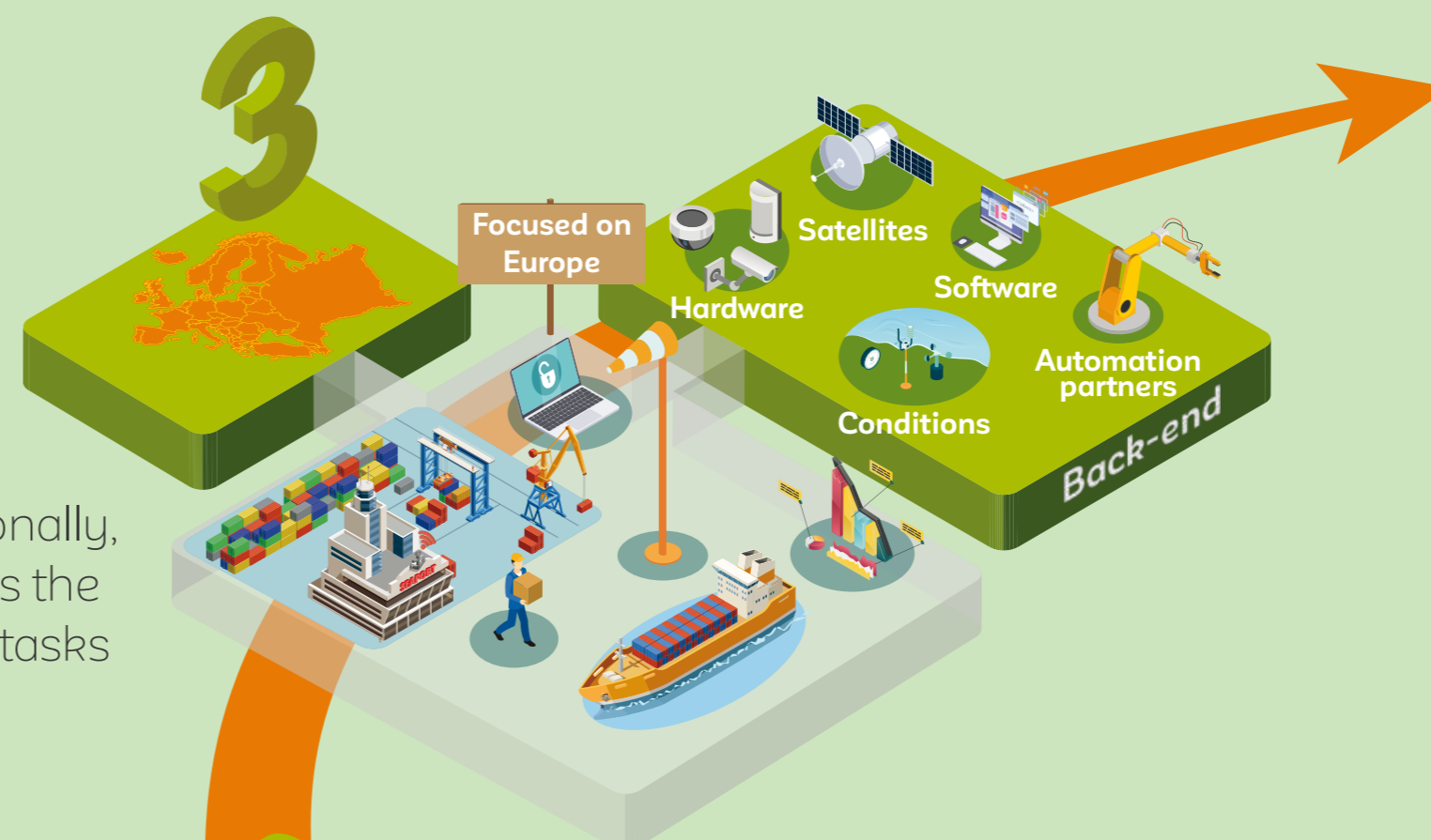
KPN Fleet is the ecosystem that allows small operators to take advantage of all the new opportunities offered by technology and data. By combining its knowledge and its partners, KPN can create an ecosystem with all the necessities to implement new technologies and data in the daily operations of ship operators. In doing so, each stakeholder delivers their value within the system, ultimately benefiting all stakeholders.

KPN Fleet allows KPN to generate valuable knowledge on automation, which can be used in other sectors. Additionally, extra revenue is created for KPN by enlarging its position in the maritime sector.

STRATEGIC ROADMAP

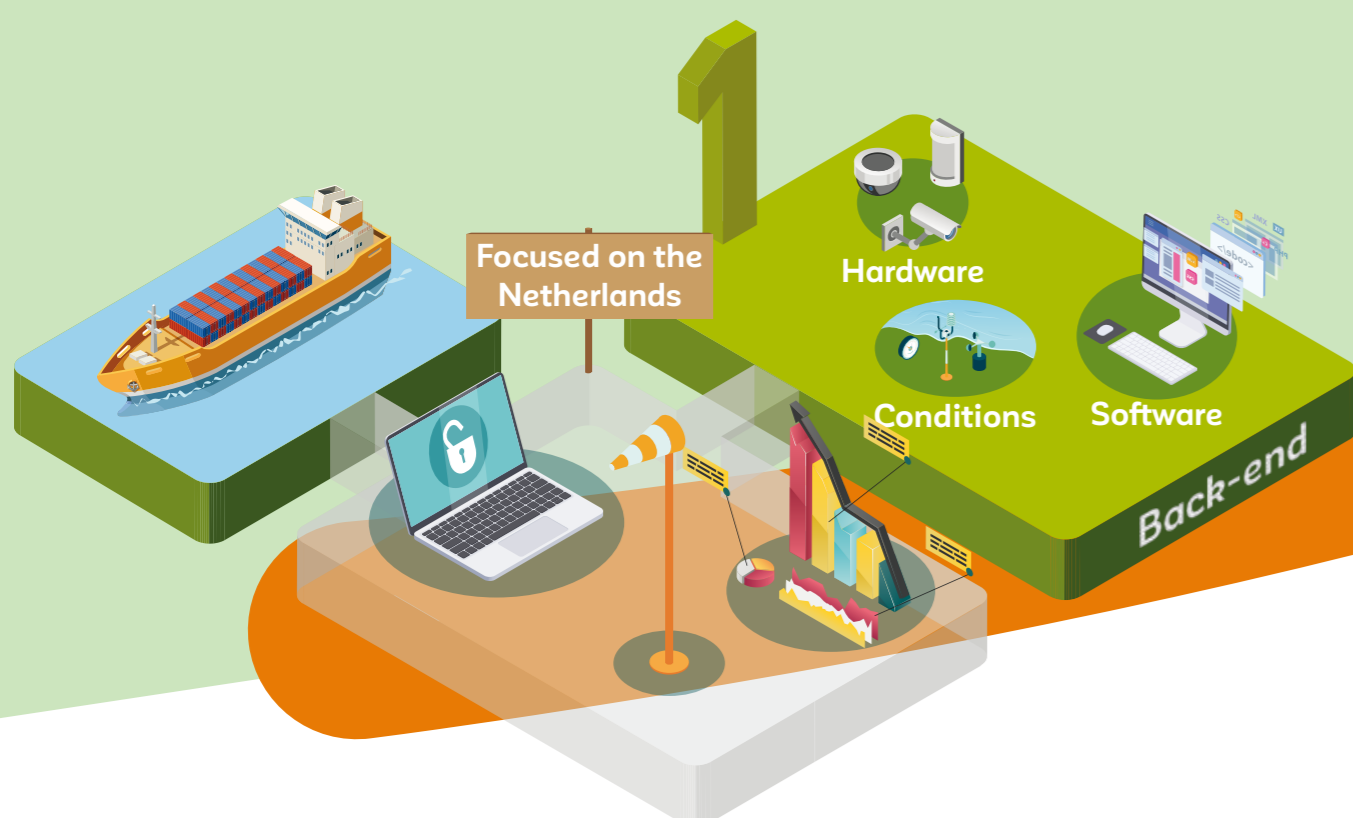
EXPANDING KPN FLEET | 2036

The third horizon is focused on expanding the service area of KPN Fleet and adding requirements for automation towards 2036. By adding connectivity partners, customers abroad can be targeted. Additionally, enabling automation requirements, creates the possibility for ship operators to out source tasks within the process.



BUILDING KPN FLEET | 2024

The first horizon is focused on realising KPN Fleet in 2024. By sharing and analysing data in real-time, KPN Fleet offers the possibility to a data-driven operation for ship operators. This enables them to improve the efficiency of the ships. Besides, KPN Fleet offers them a clear overview of all added ships.



GROWING KPN FLEET | 2029

The second horizon is focused on growing both the customer base and the functionalities of KPN Fleet towards 2029. By adding ports to the ecosystem, the possibility to improve the processes in the ports are created and therefore further optimising the total efficiency of the ship. Besides, additional service for, for instance, deliveries can be added.



FUTURE VISION

In 2050 the sea transport sector will be a **data-driven supply chain** working together by **connecting digitally**, with an **eye for the environment**, and where the **machines are doing the hard work** with the **approval of people** involved.



Koen Emous
Designing an ecosystem to facilitate data-driven choices for the maritime sector
21 December 2021
Strategic Product Design

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