



**Business
Services**

Net Gains - The Infonomics of Shipping in the era of the IoSea

The digital transformation of shipping has begun in earnest with one survey showing that 73% of ship operators believe it is critical to the future economic success of their business. But even economics is changing as Big Data, connectivity and AI ushers in a new reality. Infonomics—monetising data as a business asset—is the new paradigm shipping has to grapple with, and it's about more than cutting costs and driving efficiencies.

The fast-emerging Internet of Things or IoT is part of a wider shift to the Intelligent Digital Mesh which connects people, devices and assets to exchange data in real time. For shipping it means building the IoSea—connecting every available endpoint and putting data to work, not just to gain visibility and efficiency, but to drive entirely new revenue streams and business models.

Connectivity has moved from being a cost centre to a strategic enabler of competitive advantage and new revenues for shipping, and according to futurist K D Adamson those first movers who crack how to identify and leverage their data for profit have a huge opportunity.

Following two sell-out events Shipping's Orange Sofa brings K D Adamson and a panel of cutting-edge digital thinkers back to Athens this Posidonia week, so you can hear first-hand where the opportunities lie and how to realise them.