Ceres Hellenic Shipping Enterprises Ltd.

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Digital Ship Athens 2004

Ceres Hellenic Shipping Enterprises

Ceres Hellenic Shipping Enterprises Ltd is one of the largest and oldest shipping companies worldwide, doing business in several sectors of the maritime industry, and is specialized in ship management.

Ceres currently manages 41 vessels (Chemical Tankers, Bulk Carriers, Oil Tankers, LNG Carriers, Coastal tankers), and is based in Piraeus Greece.
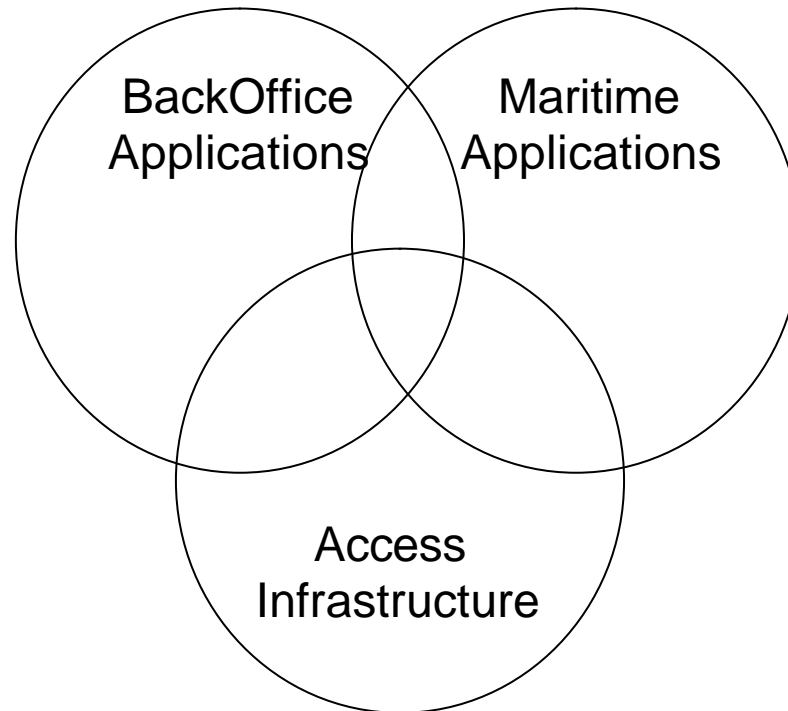
http://www.ceres.gr/

Information and Communication Strategy

BackOffice
Applications

Maritime
Applications

Access
Infrastructure
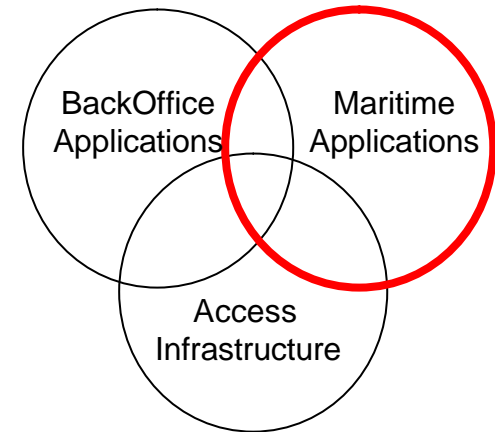
CERES

Maritime Applications

- Planned Maintenance System

- Procurement
  - Spare Parts
  - Consumables
  - Services

- Crewing

- Vessel Reporting activities

- Performance/Operations/Voyage Estimation

- Qualification and Safety
  - ISM, ISO 9001:2000, ISO 14001, …

- Ship to Shore Communication

- Ship design/construction


BackOffice Applications

Maritime Applications

Access Infrastructure

CERES

Back Office Applications - ERP

- Financial
    - Accounting
    - Payable/Receivables
    - Budget/Cash flow
    - Costing

- Management Information System

- Service Providing

- Human Resources

- Corporate Travel

- Insurance/claims
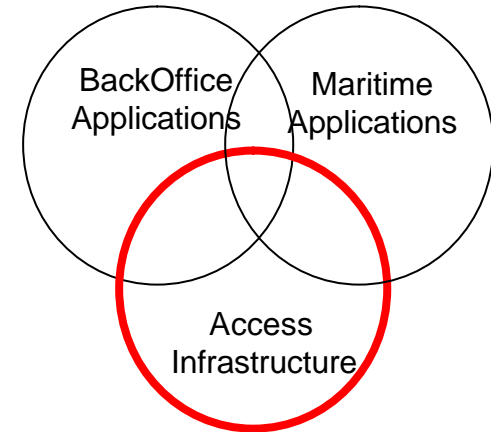
- Procurement/ Supply Chain

BackOffice Applications

Maritime Applications
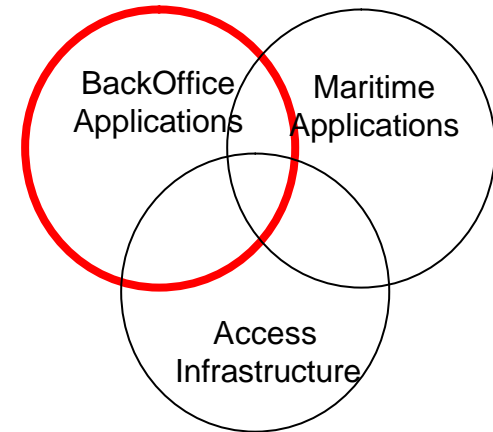
Access Infrastructure

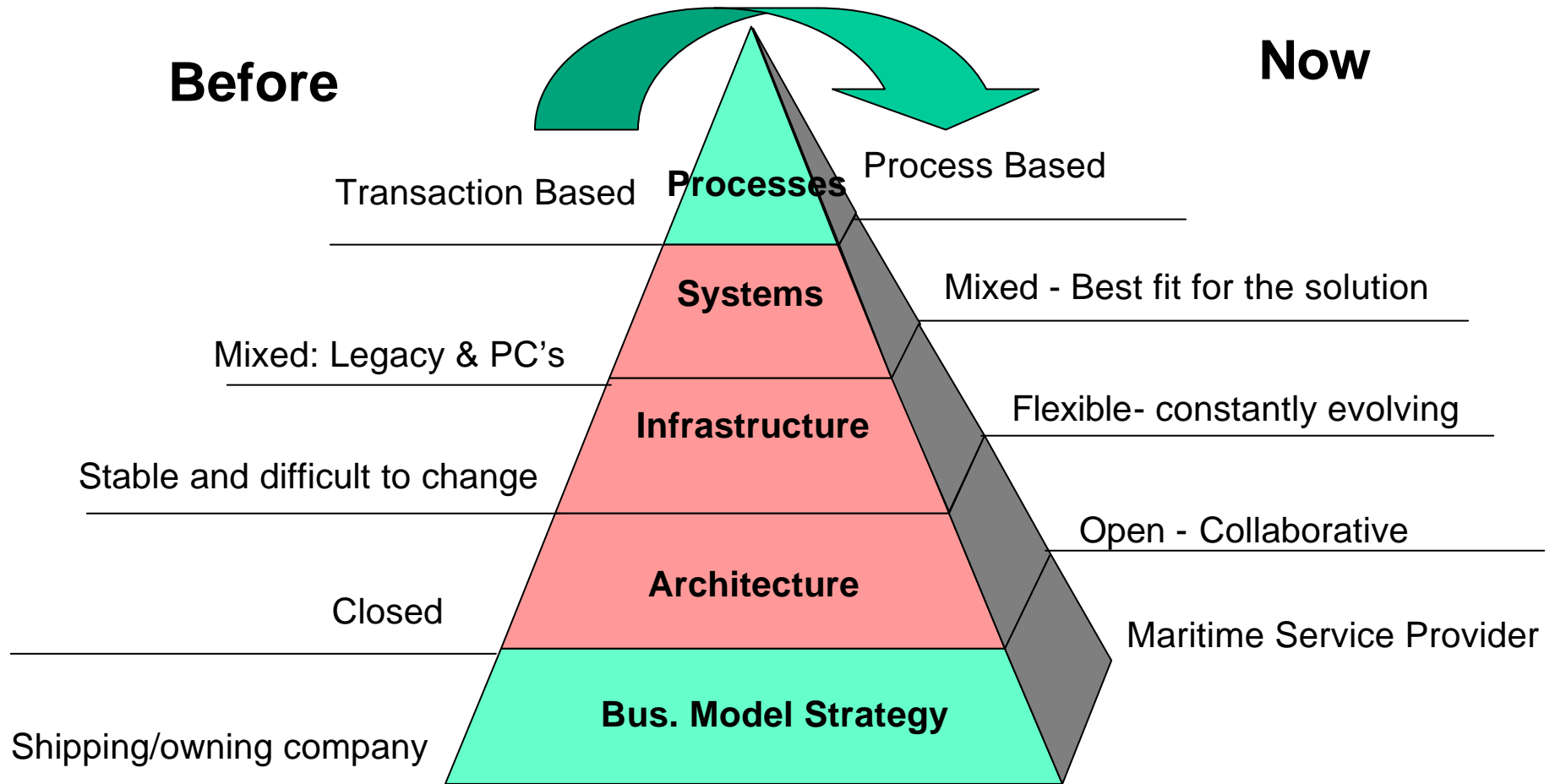**CERES**

Access Infrastructure

- End user access software
  (Lotus Notes, Browser, legacy interfaces)

- End user access devices
  (PC, PDA, cell phone, fax, telex, video
  conference, plain old telephony)

- Help Desk/Manuals

- Networking/ Internetworking

- Knowledge Management

- Security (physical, VPN, Policies)

BackOffice
Applications

Maritime
Applications

Access
Infrastructure

CERES

IT Strategy Evolution

Before

Now

Transaction Based — **Processes** — Process Based

Systems — Mixed - Best fit for the solution

Mixed: Legacy & PC's

Infrastructure — Flexible- constantly evolving

Stable and difficult to change

Architecture — Open - Collaborative

Closed — Maritime Service Provider

Bus. Model Strategy

Shipping/owning company

CERES

Focus on Ceres competitive advantage
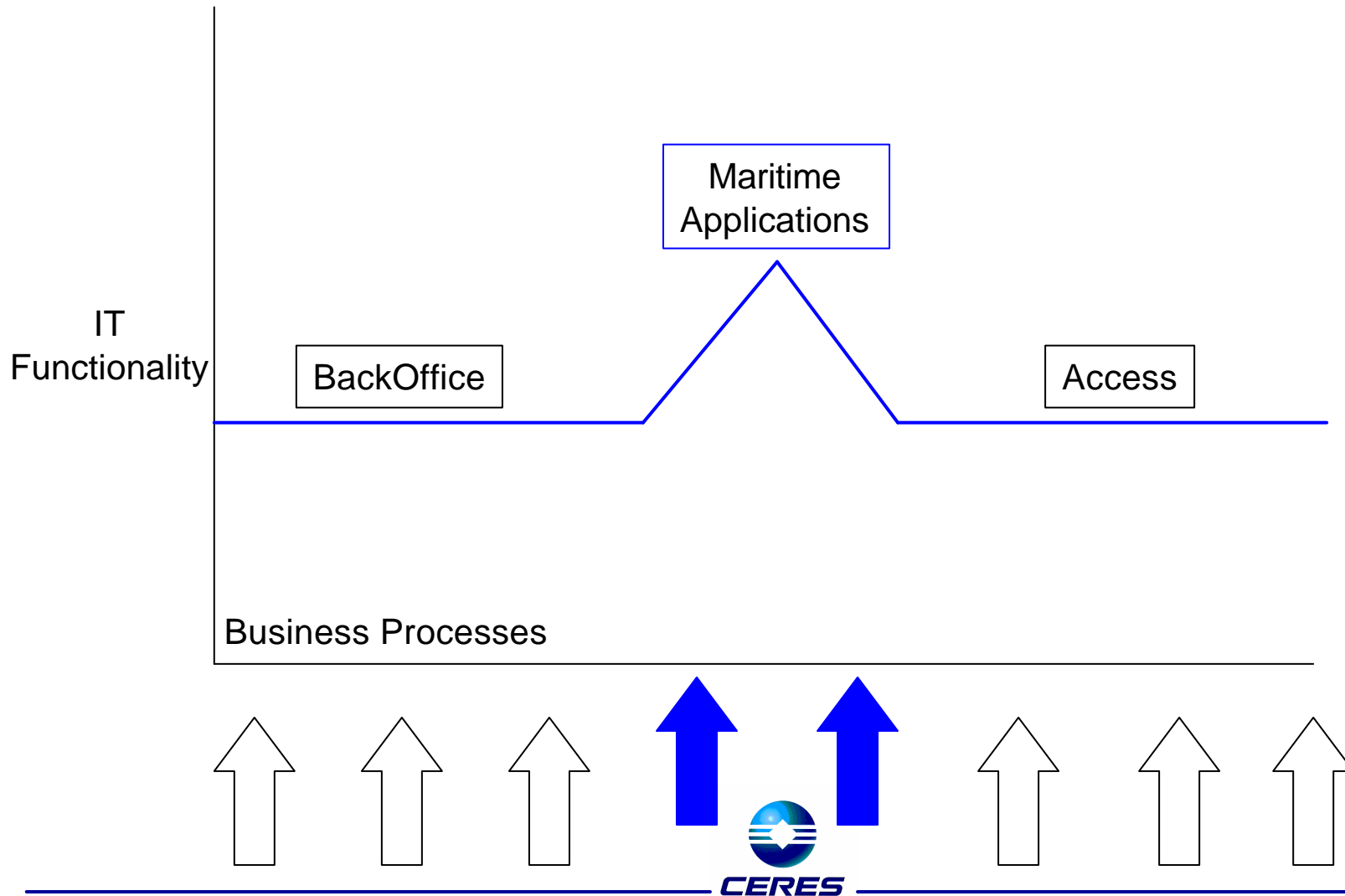
Technology Adoption Curve

Ceres ICT

1975 – In-house information Technology for Shipping
1991 – BIMCOM Global Email Maritime Network
1996 – Lotus Notes – Ship to Shore Communications
2003 – ERP System

Units Bought

Early Majority

Late Majority

Early Adopters

Innovators

Laggards

Time
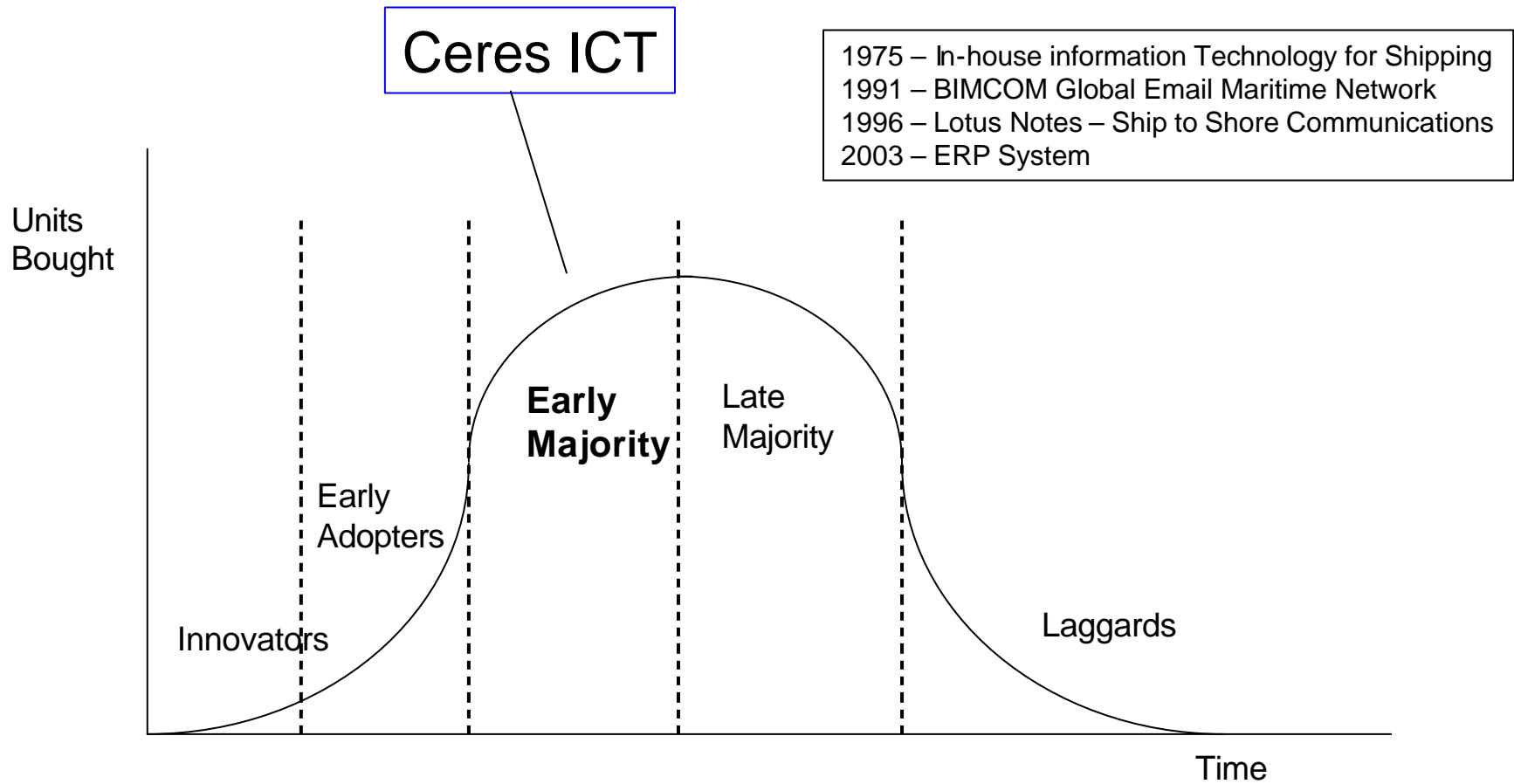
Source: Crossing the Chasm, G.Moore

Latest Development
The ERP Implementation

An 11 month effort, implemented in 2003 in return of:

- Best business practices

- Leading customer service

- Expandability, minimum development effort

- Standard platform

- Open & collaborative environment
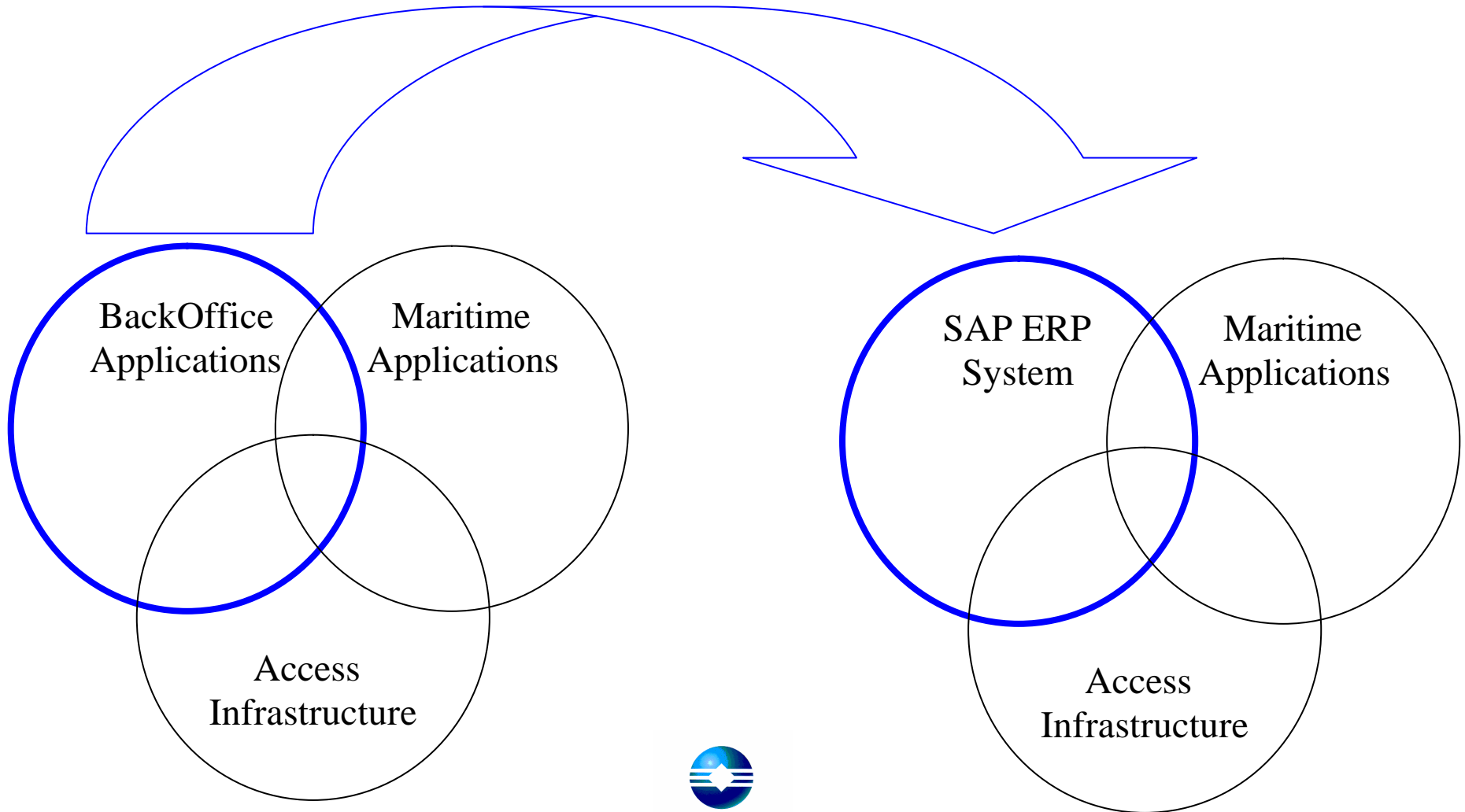
- Lower Total Cost of Ownership

BackOffice Applications

Maritime Applications

Access Infrastructure

SAP ERP System

Maritime Applications

Access Infrastructure

CERES

Areas Implemented

- Financials (Accounting, Payable/Receivables, Budget/Cash flow)

- Costing and Management Information System

- Corporate & Vessel Purchasing (Spare Parts, Consumables, Services)

- Human Resources ,Shore-Ship, Crew Payroll, MGA

- Customer Service

- Sales & Billing

- Insurance/Claims

- Integration with Vessel Software (Lotus Notes)

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Ceres ERP Project Milestones

- Evaluation (Software, Consultants, Hardware)
    Project leaded by ICT, end users involved, shared knowledge base,
    about 20 key user interviews, product presentations.

- Company awareness on the new project
    Top management commitment, key users participation, frequent updates,
    project news, change management.

- Project Team
    7 working groups. Participants for each group: Ceres ICT, key users, consultants.

- Collaboration Tools
    Collaboration team room, digital and physical work area, detailed project plan,
    5k documents produced.
    Most important the "To Be" documents, the blueprint for the system functionality.

- Prototype system
    User familiarization, development and configuration changes, testing, data migration.

- User Acceptance
    130 user acceptance tests, about 200 business processes, ship to shore integrated tests

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ERP Training Program

- Computer Based Training
  Introduction to SAP for Ceres

- Training Seminars
  14 different topics, 130 corporate users, 330 training days, 75 seamen.

- User Documentation – Ceres ERP Manuals
  49 user manuals covering 200 business processes, 1.000 copies distributed.

- Live support
  Side by side with the users, assistance for the days following the "Go Live".

- Ceres ERP Intranet Site
  Manuals, Quick reference guides, Help files, System news & updates

- Ceres ICT Help Desk
  700 user calls, orderly resolved, in time by Ceres ICT.

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Computer Based Training

ICT Support - Intranet Site

Ceres Manuals

Ceres ICT – ERP Help desk
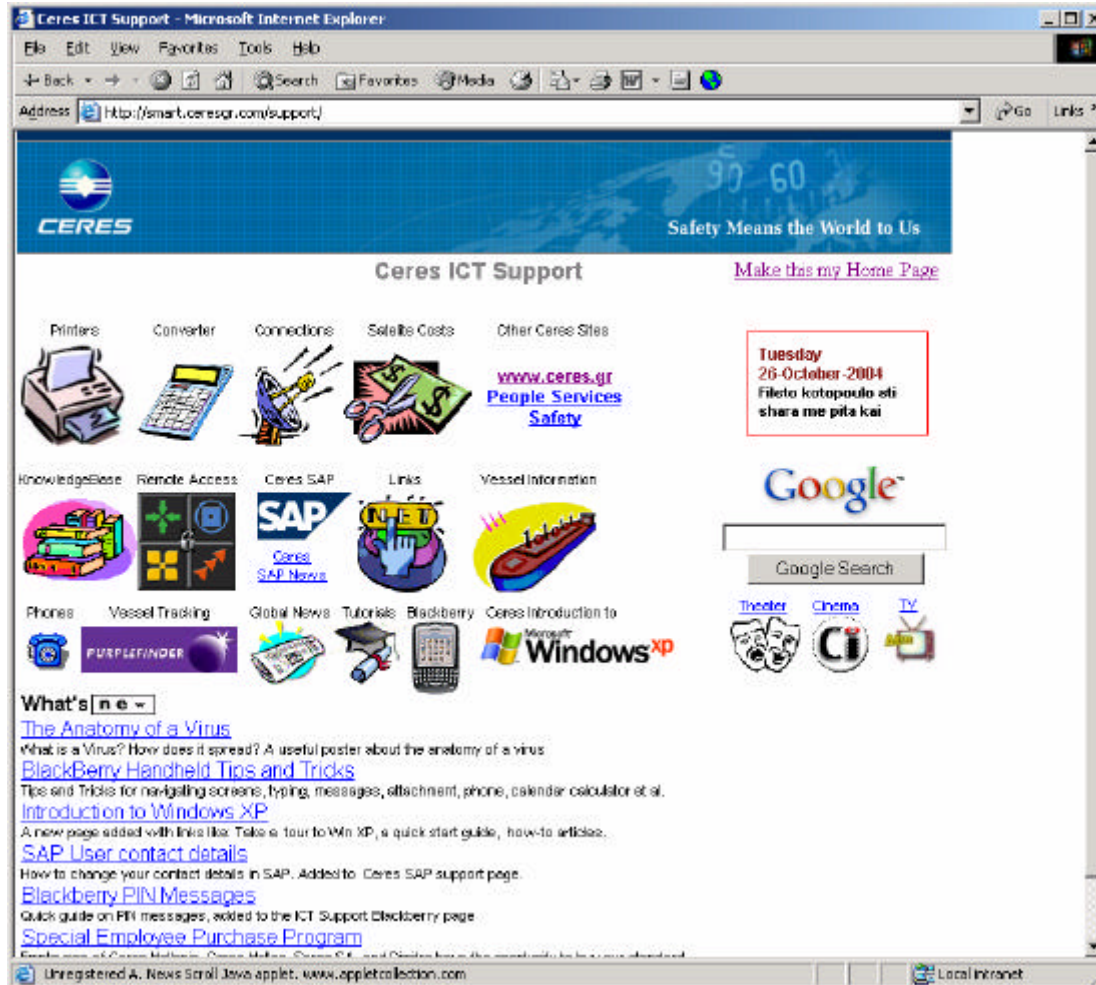
Safety means the World to Us

Systems Integration

- Vessel - ERP

    Purchasing transactions like requisitions and orders are initiated from the vessels,
    and handled by the Ceres shore office for purchase orders, request for quotes,
    logistics, invoice verification.
    This automated and seamless integration drives important savings in time
    and increasing productivity, conclusively to a better ship management service.

    Another ship to shore automated integration facility is, the ability of the vessel
    to notify the customer service of Ceres and order services online, a noteworthy
    upgrade of service quality.

- ERP – Maritime System

    Synchronization on master data like ports, agents, and transaction data related
    to disbursements and invoicing. (in progress)

- Vessel – Maritime System

    Vessel reporting system

Questions