

INCHCAPE SHIPPING SERVICES BRINGING VALUE & TRANSPARENCY





Frank Olsen, CEO
of Inchcape Shipping Services.

SHIPPING AGENTS CAN BE SEEN AS A NECESSARY EVIL IN THE MARITIME INDUSTRY, BUT INCHCAPE IS WORKING HARD TO CHANGE THAT.

BRINGING VALUE & TRANSPARENCY

PROJECT MANAGED BY: CONNOR LOVE

Inchcape Shipping's history goes back to 1847 when it was established in India by a Scottish merchant, with its first customer being the British East India Company. Since then the company has grown, developed, and changed hands to become the business it is today, employing around 2,500 people with offices in 60 countries covering over 2,200 ports. Between Inchcape's own offices and its partner agents, the company is able to cover every major port in the world.

“Our core business is to provide any services a ship requires when it calls into port. Those services can range from cargo-related services like customs clearance, arranging cargo movements, services related to the maritime asset itself, repairs, spares for maintenance, surveys and inspections,” explains Frank Olsen, CEO of Inchcape Shipping Services. “We also work with the soft assets - crew changes, getting people from their home country to whatever port they embark from. We're a service provider to the world's merchant fleets.”

Inchcape serves all kinds of vessels, ranging from the military to cruise ships to tankers to container ships and any other kind of vessel you can imagine. As one of the biggest ship agents in the world, in one year the company handles close to 70,000 port calls.

“We're arguably the biggest but it's a tight race between three companies,” Olsen tells us.

WORKING SMARTER, NOT HARDER

As well as Inchcape's impressive offering of core services, its Inchcape 360 portfolio also

includes a selection of services which it calls, simply, 'Smart'.

“That relates to information, and we talk about three types of information,” Olsen points out. “First there is static information, which is information about the port infrastructure that doesn't change very often such as details about the port, key parameters i.e., depth of the draft, etc. Then we provide market intelligence relating to which ships are calling at which ports and what they're doing there, and the commodity flows coming in and out of a port. The final piece of our information offering is the dynamic operational data. That means capturing all the timings and events that take place during a port call.”

For a shipowner and operator, this is invaluable information, allowing them to see why one ship may be performing better than another and helping to resolve any kind of dispute between interested parties when things are taking longer than is ideal. >>



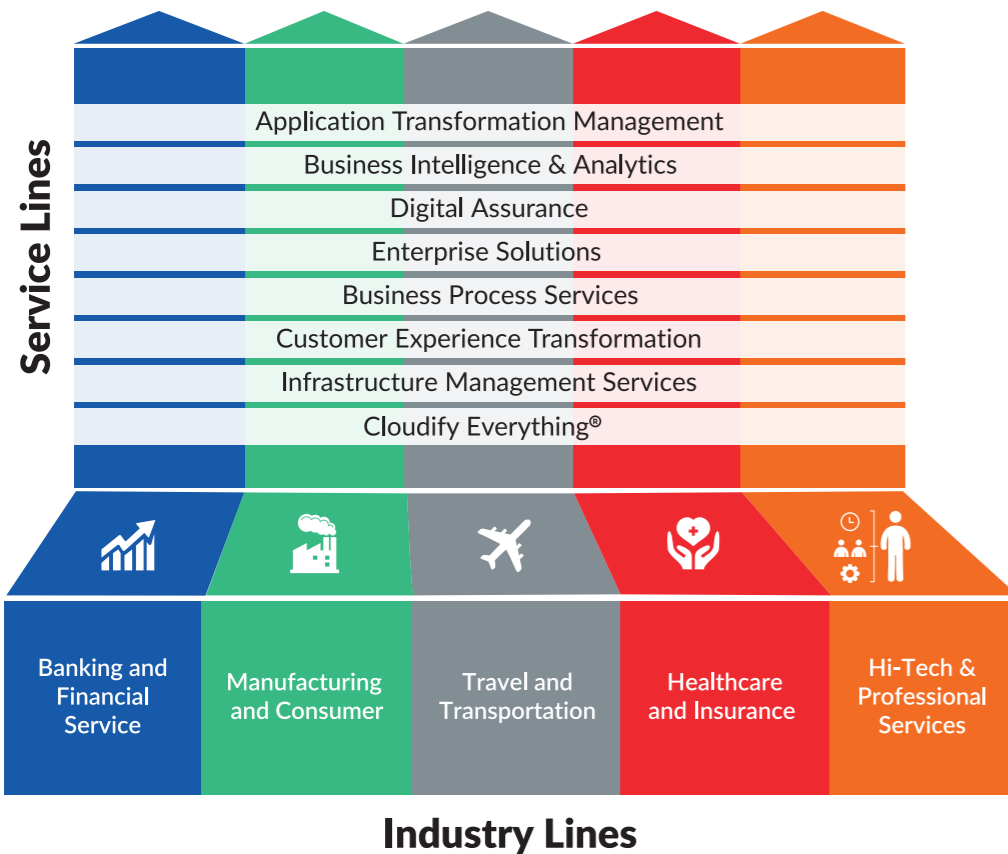
Our Mission

"To transform how IT services are delivered and to be the first IT services company in the world **where half the Workforce is Digital**"

Global IT & Business Transformation Service Provider

We Bring To The Table

- Technology Depth
- Flexible Engagement Framework
- Vertical Expertise
- IP-driven Delivery
- Partnership Approach
- Engaged/Passionate Workforce



Fast Facts

274
Global
Customers

25+
Fortune
500 Clients

19,407
Employees
Worldwide

Serving Market Leaders

10
of the
Top 25 Asset
Management
firms

6
of the
Top 20
Global
Airlines

3
of the Top 10
Insurance
providers

6
of the Top
100 M&C
organisations

3
of the Top 10 Professional
Services Firms

28 Years of Delivery Excellence

Why Choose Us

- Experts in delivering complex technology solutions
- Deep domain expertise in chosen 5 verticals
- Strong technology credentials in 8 chosen horizontals
- Integrated offering on Business Processes + Technology
- Top 20 customers tenure >7 years

Our Future-Proof Strategies for Business Excellence

01

Touchless, Immersive Customer Experiences
Enabled by



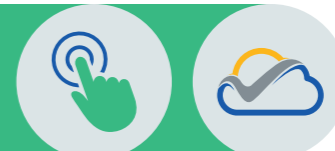
02

'Digital Leapfrogging' & Resilience on Cloud
and



03

Engaging the 'Anywhere' Employee
Funded by



04

Automation-led Sustainable Cost Takeout



Global Delivery Centres

AMERICAS

- North America
 - Virginia
 - New Jersey
 - Georgia
 - Pennsylvania
 - Massachusetts
 - Florida
 - California

- South America
 - Argentina

- Mexico
 - Coahuila
 - Guadalajara
 - Monterrey

EMEA

- London, UK
- Frankfurt, Germany
- Riga, Latvia
- Tver, Russia
- Dubai
- Warsaw, Poland
- Amsterdam

APAC

- India
 - Mumbai
 - Chennai
 - Nagpur
 - Pune
 - Coimbatore
 - Bengaluru
 - Noida
 - Ahmedabad

- Singapore
- Australia
- Philippines

Contact Hexaware

URL:
www.hexaware.com

Email:
marketing@hexaware.com

Tel: UK
+44 020 77 154 100

Tel: India
+ 91 022 67919595

Our Management Team



R Srikrishna
CEO & Executive
Director



Amrinder Singh
Head of Europe
Operations



Ram Singampalli
Chief Operating
Officer



Paul Piebinga
Head of CxT & Prod.
Engineering



Eswar Venkatachalam
Head of Travel,
Transportation, Hospitality
and Logistics Industries



Aparna Jairam
Chief Marketing
Officer

HEXAWARE TECHNOLOGIES LIMITED

Making the Most of Technology for Agility, Sustainability and Innovation

Hexaware, a future-ready global IT services company, is all set to head into 2021 by redefining strategies for agility and sustainable transformation. The company has come a long way, bagging several accolades for its futuristic IT solutions. In 2020, it kept the momentum going by scoring a hat-trick with Whitelane's IT Sourcing Study among the top service providers.

Hexaware's CEO, R Srikrishna, aka Keech, believes that changes in consumers' behavioural patterns are driving evolution in the technology trends. These fast-evolving trends and commitment to excellence inspire Hexaware to build creative solutions for technology-driven transformation. Hexaware is heavily invested in its ideology of **AUTOMATE EVERYTHING®**, **CLOUDIFY EVERYTHING®** and **TRANSFORM CUSTOMER EXPERIENCES®** to usher industries into their next phase of productivity and performance.

Along with several other industries, Hexaware has helped clients from the Travel, Transportation, Logistics, Hospitality (TTLH) sectors to aim for long-term transformation and enduring growth. In the Manufacturing and Consumer segment, Hexaware enables digital transformation in sectors such as Discrete Manufacturing, Automotive, Construction, Energy, and Utilities, Contract Manufacturing & Electronic Manufacturing Services. The company has enabled enterprises in these sectors to reimagine customer experience transformation with cost optimisation and continuous process improvement.

Hexaware's Global Travel and Transportation vertical serves Airlines, Airports, Travel Technology & Distribution, Shipping Services, Hospitality, Travel Management Companies and Logistics Service Provider segments across the globe. With its in-depth TTLH domain experience, blended with technology expertise, Hexaware understands every digital touchpoint across the business functions of Shipping, Transportation and Logistics in areas such as port agency operations, marine services, port and market intelligence, cargo management and delivery, last-mile service, warehouse management, and so on. The company provides services in system integration, development, testing and support for the applications of an enterprise, core business applications, automating workflows, infrastructure, mobile application, and delivers meaningful insights into data and analytics. Hexaware offers solutions to build resilience for organisations, digitally empowers workforces to improve operational efficiency while controlling costs and delivers real-time visibility across the business value chain.

To meet the ever-evolving customer expectations, organisations need to leverage disruptive technologies like biometric, blockchain, IoT, AI, mobility, extended reality and automation. To acquire and retain customers, organisations must work on identifying new revenue opportunities, improving operational efficiency, optimising costs and enhancing customer experience. Hexaware has aligned its offerings to help clients exceed customer expectations and turn them into loyal customers.

One such success story is Inchcape Shipping Services, a leading global Port Agency and Marine Services provider, which in December 2018 appointed Hexaware as its sole, strategic IT Operations and Transformation partner tasked with delivering a balanced portfolio of IT and Business initiatives, helping Inchcape realise both their external and internal ambitions. Hexaware setup a dedicated and secure delivery centre for Inchcape in Chennai, with a range of skills and expertise readily available for Inchcape to leverage.

Inchcape defined an industry game-changing technology strategy to drive true differentiation among shipping agents, as it provides principals with unprecedented transparency across all shipping activities, underpinned by

specialist products that deliver real-time information on global ports, operational events, market intelligence, and vessel traffic positions (AIS -Automatic Identification System); equipping customers with the data needed for dynamic decision making. Access to live information puts control and oversight in the hands of vessel operators, creating trust and closer collaboration with the port agent. The formation of Inchcape's strategic partnership with Hexaware has enabled the sustainable ongoing evolution of their core products as well as ensuring continuity of IT support to the business.

A key achievement of Hexaware is the delivery of 'World of Ports', a state-of-the-art platform that provides key port parameters to aid charterers and shipping companies with the vessel to berth compatibility process. The platform also delivers Market Intelligence derived from tracking the commercial fleet globally with proprietary algorithms to estimate the cargo and quantity of the cargo onboard and the exact berths each vessel calls using geofencing to capture port events data for benchmarking of the vessel, fleet and terminal. This is further integrated with a cutting-edge Operations System, 'Optic', building trust through transparency of the vessel programme, real-time updates, standardised workflow and data across all port calls and locations. By capturing data from more than 70,000 port calls worldwide each year, Inchcape is able to benchmark operations, costs and performance metrics to enable principals to optimise their fleet utilisation and reduce port-related costs.

Hexaware's strategy of 'CLOUDIFY EVERYTHING®' and 'TRANSFORM CUSTOMER EXPERIENCES®' reflects in all the above, whereby Hexaware delivered future-proof products deployed on cloud-native architecture, and also on SaaS-based low code stack.

On the end-to-end IT Operations front, Hexaware demonstrated exemplary capabilities in taking transitions across 60 countries and consolidating a Global Service Desk and the Network Operations Centre in India. This enabled uniform customer experience while reducing operational costs for reinvestment into Inchcape's new digital products. During the recent global pandemic, Hexaware continued to deliver undisrupted services.

Key outcomes of the Inchcape-Hexaware partnership over the last two years are -

1. 25% reduction in IT spend
2. Simultaneous delivery of customer-facing digital products in an accelerated manner across a range of technologies
3. Increased cloud adoption at Inchcape by 70%
4. Improved application and infrastructure resilience

With extensive and creative use of technology every single day, Hexaware works towards building resilient and future-proof solutions. The collaboration sets a great example of effective leadership, outcome-driven technology strategy and flawless execution.

A recent quote from Andy Ashwell, Group Information Officer, acknowledging this strategic partnership with Hexaware is a testimony to our services to Inchcape.

"Given the current circumstances, it would have been very easy for us to lose a year. However, with Hexaware's help we did not. During the COVID-19 pandemic, not only were we able to help maintain global supply chains but we also significantly progressed the digitalisation of our business. Our global customers can now exploit the unique benefits derived from combining the largest port agency network in the world with class-leading digital products."

www.hexaware.com

INCHCAPE SHIPPING SERVICES



"We coordinate all this information between shipowners, charterers, pilots and port authorities. We label this as 'Smart Sight,' Olsen says. "This is Inchcape proprietary technology that we built and developed ourselves because it didn't exist anywhere else. We are unique in that we can pull this information from our global network of port agents, in addition to accessing all the AIS data, analytics and open-source web scrapings. We're one of the only players with eyes, ears and boots on the ground to capture information that isn't otherwise publicly available. It's a value-added service that we see growing."

Inchcape's Smart offering isn't just about gathering information and making it accessible, it's also about streamlining processes and using technology to save time and money for its customers.

"The other aspect of Smart is what we call Smart Pay. One of the activities we're involved in is procuring services on behalf of ship operators or owners. We make payments to port authorities and local vendors on behalf of our principals," Olsen tells us. "In order to do that we have established a smart way of handling payments that is far more cost-effective for the customer."

"WE'RE ONE OF THE ONLY PLAYERS WITH EYES, EARS AND BOOTS ON THE GROUND TO CAPTURE INFORMATION THAT ISN'T OTHERWISE PUBLICLY AVAILABLE."

Smart Pay is a single, fully integrated, multi-currency, transparent, digitally empowered platform that enables Inchcape to channel all transactions through one portal, enabling customers to take advantage of very favourable FX rates and banking charges.

A TRULY GLOBAL NETWORK

In an industry where the top spot is closely contested between the leading companies in the sector, Inchcape sets itself apart with the sheer comprehensiveness of its global network.

"Our global competitors have blank spots in some areas of the world, while we are truly global, with our own people, our own offices and vetted approved business partners," explains Olsen. "The second big selling point for us is our procurement department. Strangely enough, we're the only global agent with >>

INCHCAPE SHIPPING SERVICES

a dedicated procurement team, giving us much better control of our vendors and suppliers. We also utilise our large volume to get better buying power. When the world's biggest ship owners go to a port, they still have less buying power than we do because we're representing 30 shipowners in the same port.

The final differentiator is our Managed Services, a global coordinating centre managing all aspects of the port call operations for ship owners. It's a complete outsourced solution. What we call a HUB solution."

Of course, while Inchcape's network reaches around the planet, so have the challenges of the last year.

"At the moment it's hard not to mention COVID-19. It's been an extreme challenge for us and many others and there are multiple aspects to that from a pure business perspective, particularly in April and May we saw a reduction in trading," Olsen tells us. "We were able to address that effectively by adjusting our cost base and scaling our network according to activity."

However, a dip in trade wasn't the biggest challenge the industry faced. That was something far more dire.

"The other challenge, which became far more urgent, was that the lockdown and travel restrictions made it hard to perform crew changes. Being a seafarer myself, I understand it's a huge strain on crew already away from families for nine months at a time when your contract is up and you can't get home," Olsen says.



Marina Offshore has held the Public License granted by the Maritime Port Authority of Singapore (MPA) since 1998. Since then, the Company has grown to own and manage a diversified fleet of tugs ranging from 550bhp to 5000bhp. Having a diversified fleet gives us the capability to provide harbour towage services to vessels of all sizes, ranging from a bunker barge to a VLGC. In addition to harbour towage operations, we also provide coastal towage, escort/guard tug services and emergency tug response to our clients. Our business philosophy is to treat every client as our stakeholder and our mission is to provide our clients quality tug services at competitive rates.



Marina Offshore Pte Ltd, 18 Boon Lay Way, #09-161 TradeHub 21, Singapore 609966
Tel: +65-6295 3311 (0) / +65-6226 2212 (24 Hrs Tug Order) Email: commercial@marinaebox.com www.marinaebox.com



Proudly serving the Gulf Coast since 1982 with Excellence!

24 Hour Dispatch

- SERVICES:
- Crew transportation & Courier service
 - U. S. Customs & Immigration
 - Bonded Drayage
 - Warehousing

Frank Rulh, President
+1 (504)616-4433
William Crouchet, General Manger
+1 (504)236-4451
Dustin Rulh, Operations Manager
+1 (504)939-9170

For more information, please visit our website: www.bluenola.com or email: bluenola@bluenola.com

It was a problem Inchcape immediately began work on addressing.

"We took the initiative in forming a cross-industry collaboration to approach port authorities, arrange charter flights and really try to find a solution to get serving crews home and fresh crews back onboard ships even during the strictest lockdowns," says Olsen.

THE FUTURE IS GROWTH

2020 was a tough year for most businesses but Inchcape has achieved reasonably good results and is now fully committed to using its financial strength, experience and global position to grow. To do this, the company is looking at three main areas.

The first is mergers, acquisitions, and the consolidation of a very fragmented industry.

"There are a lot of local actors and we can help these smaller companies by putting them into the Inchcape network," Olsen points out.

Secondly, the company is looking to grow geographically.

"Our network is unique but there are always new and emerging markets," Olsen says.

Finally, Inchcape wants to develop and expand its product

offering, adding value for its customers. Shipping agents can be seen as a necessary evil or an unavoidable added cost-point, but Inchcape wants to go beyond that.

"We want to help our customers, giving them insight through information to plan their voyages better," insists Olsen. "We're looking a lot at the total cost of operation for ship owners and operators. Rather than looking at individual cost items, we look at it across the whole voyage and the whole fleet to see how to run your business more effectively."

A big part of this process means pushing for strong governance, compliance and transparency. In 2019 Inchcape kicked off "The Year of Transparency", which continues to this day.

"There's been a lack of trust between ship owners and operators and the agent. The industry has been seen as only wanting to maximise profit," Olsen admits. "We want to change that and be part of the solution to reduce the cost of operations. It's not enough to say, 'You can trust us'. You have to demonstrate that through complete transparency, taking the steps we can to offer our customers the best deal we can." ☺

"WE'RE LOOKING A LOT AT THE TOTAL COST OF OPERATION FOR SHIP OWNERS AND OPERATORS. RATHER THAN LOOKING AT INDIVIDUALS COST ITEMS, WE LOOK AT IT ACROSS THE WHOLE VOYAGE AND THE WHOLE FLEET TO SEE HOW TO RUN YOUR BUSINESS MORE EFFECTIVELY."





INCHCAPE SHIPPING SERVICES

WWW.ISS-SHIPPING.COM



PRODUCED BY:

CE MEDIA GROUP
WHERE INSIGHT MATTERS