

## Predictive Fleet Analytics

# 7 tips to help bridge your maritime data gaps

AIS data can often be incomplete and unreliable, not only making your job more difficult, but also incur a great deal of time, money and resources for operations.

**So, we've put together 7 helpful tips to help you bridge the data gaps and achieve a full 360-degree view.**

### Tip 1

## Seek alternatives to gathering data manually

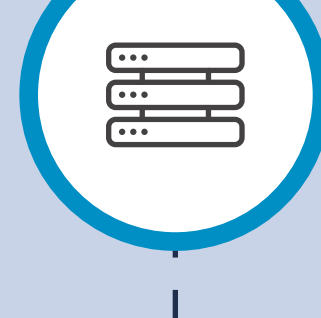
Tracking vessel statuses via emails and phone calls alone can be time consuming and can be prone to errors and miscommunication. **Consider using reliable partners for centralised communications so you can access accurate, real-time data insights and analytics, with ease.** When the effectiveness and profitability of your organisation depends on accurate data, make sure you utilise a mix of in-person and digital data points.



### Tip 2

## Ensure data governance is in place

**Data can be useless without an effective data management strategy.** Make sure your database adheres to a data quality framework and uses standards developed and maintained by public standardisation bodies such as IMO, ISO and ITPCO\* so your data is consistent, reliable, accurate, complete, and timely.



### Tip 3

## Don't be afraid of innovative technology



While manpower can be limited by knowledge and the need for rest, technology such as artificial intelligence (AI) can work constantly to model information and process trillions of data points, providing you with verified context around behaviour, its implications and risks. In addition, AI has the **advantage of being able to use learning algorithms to accurately predict a vessel's estimated time to arrive/berth/depart.**



### Tip 4

## Take advantage of world class data and platforms to make decisions confidently

**Some data and analytics providers can predict vessels due to arrive in a country or port of interest, days in advance.** With valuable insight of future port calls, you can easily conduct strategic market research, monitor competitor vessels, identify business opportunities, plan activities at port, or simply proactively monitor the arrival of a key vessel.



Strategic market research



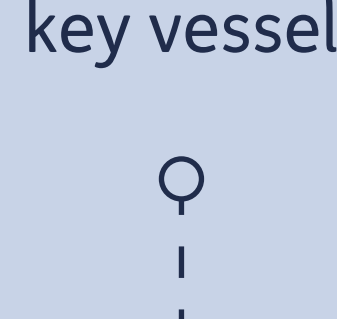
Monitor competitor vessels



Identify business opportunities



Plan activities at port



Monitor the arrival of a key vessel

### Tip 5

## Never forget the importance of expertise

If you have access to reliable data sources and data governance in place, the next consideration is if you have the industry experts and analysts to manage, validate and verify the data in a timely manner.

**A combination of automated and in-person expertise brings you the context to get a clear view of risk, maritime trade and seize opportunities.**



### Tip 6

## Consider using a combination of data sources

**Do you operate in busy ports or the remote open sea?** Most AIS messages are captured via terrestrial receivers while other important AIS data from deep sea tracks and busy lanes are captured by satellite partners. Other data is captured via shipborne receivers as well as through exclusive access to local agents. **By accessing data sources from a mix of these data sources, you can ensure you're getting the most accurate data suitable for your operations.**



### Tip 7

## Always look for more

**Proactivity is key to bridging your maritime data gaps.**

First you need to identify the gaps you have – what information and insights are missing and what findings would you like to have access to? Once you've found these voids, you can then work with trusted partners to gather the data you need and build a complete view of your operation and business.



## Experience a central point of truth



**Predictive Fleet Analytics** delivers a new level of reliable and accurate data. The analytics will help you better predict port congestion and delays with self-serve insights not available elsewhere.

**Using artificial intelligence, the platform and API will provide predictive vessel movements, vessel estimated arrival times to port, berth information and estimated departure time – all in one place.**

With Predictive Fleet Analytics, you can make accurate decisions in real time, redeploy resources, cut costs, and stay ahead of your competition.

To find out more about Predictive Fleet Analytics today – contact us on:

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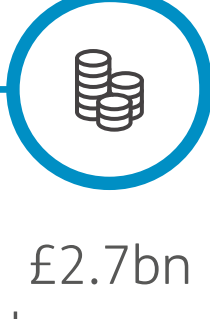


\*IMO: International Maritime Organization  
\*ISO: International Organization for Standardization  
\*ITPCO: International Taskforce Port Call Optimization.

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