

Lufthansa maritime IT agreement

Columbia Shipmanagement together with Marlow Navigation have emphasised their individual commitment to a digital agenda in quality ship management by signing a partnership with Lufthansa Industry Solutions that will pave the way for a new era of advanced thinking in the maritime sector.

This agreement, reported on 19 May, is between Blue Dynamics, an advanced software company previously set up by Columbia and Marlow, and Lufthansa Industry Solutions is aimed at providing the highest standards of information technology relating to performance monitoring, predictive maintenance, remote sensing, procurement, logistics, crew planning and other important topics such as development resource sharing, lab utilisation and *avant-garde* development processes.

Lufthansa Industry Solutions has successfully provided several innovative IT solutions to the maritime industry over the years, both in the transport and the cruise sector. This subsidiary of the Lufthansa Group supports its clients with close contact from concept and implementation of IT infrastructure to augmentation of existing ones. Cruise companies also have the option of integrating the Velimo mobile platform, which was developed by Lufthansa Industry Solutions especially for the cruise and tourism industry. This platform offers guests access to a wide range of digital content and smart services.

Mark O’Neil, President of Columbia Shipmanagement, and the future CEO of the merged Columbia Marlow (subject to regulatory approval), welcomed the partnership and said the goal was to create: *‘...a truly transformational digital environment consisting of integrated applications and services which will enable the customer to be fully integrated into the management and vessel operation process. It will empower our staff with more information to help them in their decision-making processes, ensure optimisation of maintenance and processes, allow for better monitoring of crew-training and pastoral needs, and help immeasurably in achieving economies and efficacies of scale. All this tailored to the specific needs of each individual client, large and small.’*

Bernd Appel, Managing Director of Lufthansa Industry Solutions, said: *‘We very much welcome this partnership between two companies sharing the same values, impeccably high standards and commitment to innovation. Our roots are in aviation, a highly digitized, security-sensitive industry. Lufthansa stands for quality and reliability which means that we, as a subsidiary, have good DNA. The sharing of IT solutions between the airline and maritime sectors can only assist both and lead to improved safety, efficacies and efficiencies.’*

Columbia and Marlow Navigation have long acknowledged the importance of digitalisation in their drive to create a credible, innovative and achievable digital agenda focusing on enhanced planning; environmental awareness; process control; safety; vessel performance monitoring; predictive maintenance and transparency. This development can only fast-track that process.

Both companies established Blue Dynamics several years ago in order to develop an industry leading IT platform and detailed digital agenda, as well as creating the environment for blue sky thinking on the maritime sector and ship management's future digital needs.

Picture captions

Mark O'Neil, President of Columbia Shipmanagement.

Bernd Appel, Managing Director of Lufthansa Industry Solutions.