

Shipping company Stena Bulk achieves operational excellence and significant cost savings by relying on OrbitMI's vessel performance and maritime intelligence solutions.

Situation

Stena Bulk wanted to streamline workflows, eliminate redundant systems, drive transparency, and unlock the business value in company data.

Solution

OrbitMI aggregates, validates, and enriches data from multiple systems so end users can access accurate intelligence behind one log-in, which saves time and improves decision making.

Stena Bulk is one of the world's leading and most innovative tanker shipping companies with a fleet of nearly 100 tanks. Onshore operators manage the performance of each vessel by reacting to deviations in speed, position or fuel consumption. In the past, finding those deviations or managing the fleet proactively required each operator to follow a time-consuming process, logging into several systems for each ship, every day. Furthermore, the team often waited months for aggregated reports on compliance and fleet performance.

Stena Bulk needed a solution to streamline workflows, integrate technology stacks, improve productivity, and accelerate reporting. Many of the technology options reviewed were either point products that addressed narrow business functions and delivered minimal value or unproven technologies that had yet to deliver an enterprise-grade experience.

Stena Bulk switched to Orbit for its suite of maritime business solutions. Built on a flexible and modular architecture, Orbit integrated Stena's technology stack, enriched existing data feeds via machine learning and artificial intelligence (AI), and delivered insights and intelligence through a single display. This unified solution eliminated the need for operators to search multiple systems for voyage deviations, which were proactively sent--based on custom fleet rules—to operators directly.

"Rather than having to search constantly for issues, our staff get a phone notification as soon as there is any deviation," said Peter Björkborg, Stena Bulk's Manager of Sustainability and Transformation. "That has allowed us to eliminate many tedious manual processes and respond faster."

Orbit also generates intuitive dashboards, updated in real-time, so the management team can access reports immediately rather than waiting nearly half of a year for the information they need.

"We have data and intelligence that is as accurate as possible," said Peter. "Instead of waiting to look up information, we get it up front. Moreover, outputs enhanced by machine learning and AI help us make better informed decisions."

Orbit integrated suite of solutions improved operational efficiency, decision making and profitability immediately, and continues to do so.



“ There are solutions that are focused on market intelligence, and there are solutions focused on operations. Orbit gives us both.

Peter Björkborg

Manager of Sustainability and Transformation, Stena Bulk

OrbitMI generates unified dashboards, updated in real-time, so the entire team can access reports immediately.

Results



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Strong ROI

Orbit generates growing profitability and sustainability from operational performance and energy management improvements.



Improved Efficiency

“In terms of efficiency, Orbit has helped a lot,” Peter said. “We have the data that we need in one place, which saves a lot of time.”



Easy-to-Use Interface

“Many solutions have unnecessary features and are confusing,” said Peter. “Orbit is easy to use and suits our needs very well.”



Custom Solutions

“When we say we need to push the platform in this direction or add a feature, we can always count on them,” said Peter.

About OrbitMI

OrbitMI is a software company headquartered in New York City with offices in Sweden, Norway and Serbia, supported by our global partners, whose purpose is to unlock the value in the oceans of data the maritime sector generates. By transforming raw data into actionable insights and predictive intelligence, OrbitMI helps maritime become more efficient, profitable, and sustainable.