7 Digital Trends transforming Container Shipping

![Digital Trends Diagram]

E-PLATFORMS  ADVANCED ANALYTICS  INTERNET OF THINGS  AI  AUTONOMOUS VESSELS AND ROBOTICS  BLOCKCHAIN  CYBERSECURITY

MAJOR IMPACT AREAS

PLANNING

OPERATIONS

COMMERCIAL

SUPPORT FUNCTIONS

- Online booking
- Online cargo management
- Customer personalization
- Network optimization
- Lead generation
- Demand forecasting
- Dynamic pricing
- Empty-container repositioning
- Vessel machinery monitoring
- Reefer container conditions monitoring
- E-service centers (for example, customer call centers)
- Dynamic capacity reallocation
- Predictive maintenance
- Automated vessel navigation
- Automated port calls
- E-bill of lading
- Payment automation
- Cargo insurance
- Security assurance for customer data
- Security assurance for automated operations

Significant impact  Disruptive impact

Source: BCG analysis.