



Digitalization Humanized

A customer-centric approach to Productivity Tools



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We used to do it this way!



Digital service design

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We took a different approach this time!



Customer in focus



Co-creation



**Prototype
validation**

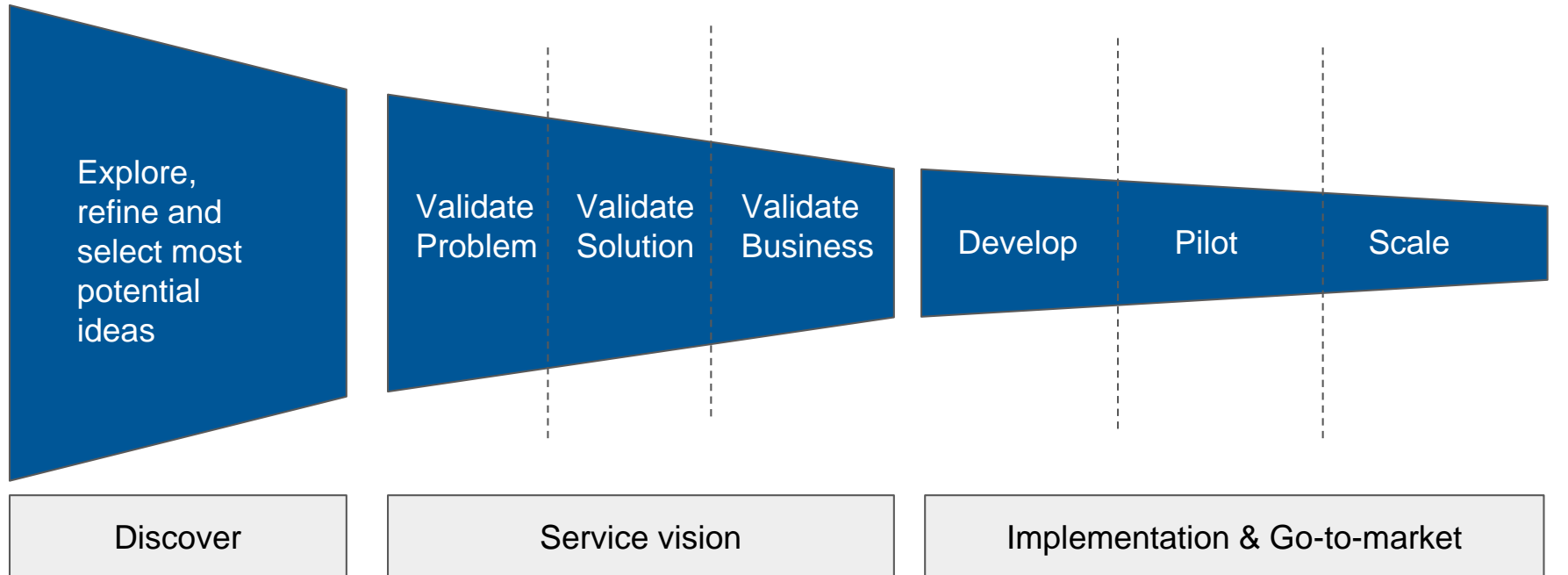


Holistic approach

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We used Lean Service Creation methodology



**Unscheduled port downtime can
cost up to 100K\$ per year***

30-50% of quay crane downtime can be
related to spreader

**How to monitor spreaders health
and ensure they are functional
and ready for operations?**

We interviewed 6 engineering teams of our customers to validate the problem

The spreader is moving slowly. Why is this happening? It would be good to digitally monitor and know why.

I'm manually creating reports for managers to make decisions like which spreaders need to be shut down and which spreaders are available to move to which crane.

I have to run an absolutely horrific spreadsheet to calculate maintenance intervals.

You should ideally be able to check failures first before you go and fix it.

It takes a lot of time going back and forth to go to the spreader, check what's wrong, realise you don't have the part, go back to the workshop, get the part and come back to fix it.

Findings helped to define which functionalities to focus on

Set up configurations and integrations adapted to terminals needs

Quickly understand how spreaders are doing in one quick glance.
Confirm that all is well.

Ensure all spreaders are functional and ready for operations

Easily determine what short- and long-term actions to take

Plan and optimise fleet — to make the most out of it

Minimize downtime by taking quick decisions in critical moments

First prototype functionalities validation



Resonates well with all respondents but the statistics are not necessary or different statistics wanted.

Engineering teams are more interested in trends on spreader health and ability to operate than spreader productivity.

Terminals appreciate the one-glance overview of spreaders and warnings. Level of details, links to manuals, and guidance on troubleshooting is generally appreciated.

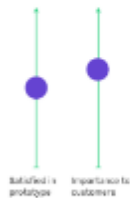
(Email) alerts to login to the system is appreciated

Validation of first prototype & iteration

Prototype validation according to our design principles

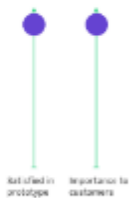
(The assessment below is a rough and relative assessment, rather than a rigorously assessed calculation.)

Enable me to set up configurations and integrations adapted to my terminals needs

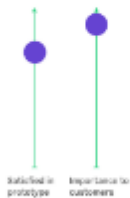


Elements to consider
• Terminal's existing maintenance intervals
• Charts in overview

Enable me to quickly understand how my spreaders are doing in one quick glance

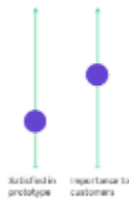


Enable me to easily determine what short- and long-term actions to take



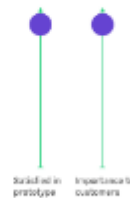
Elements to consider
• Short-term rec. actions OK
• Long-term rec. actions need further thinking / building of logic

Enable me to plan and optimise my fleet in order to make the most of it



Elements to consider
• Trouble-free level recommended and still need to be created (maybe via data science?)

Enable me to minimize downtime by taking quick decisions in critical moments



Overall quite positive, clear and intuitive

This will enable us to send the correct skillset to the spreader the first time.

Overall there are many useful pages there. Providing insight is really useful for technician. Maintenance page too.

Combining the findings from prototype validation with customers and technical and business feasibility, we arrived at the following main sections to be part of the Bromma SMS



Bromma SMS at a glance

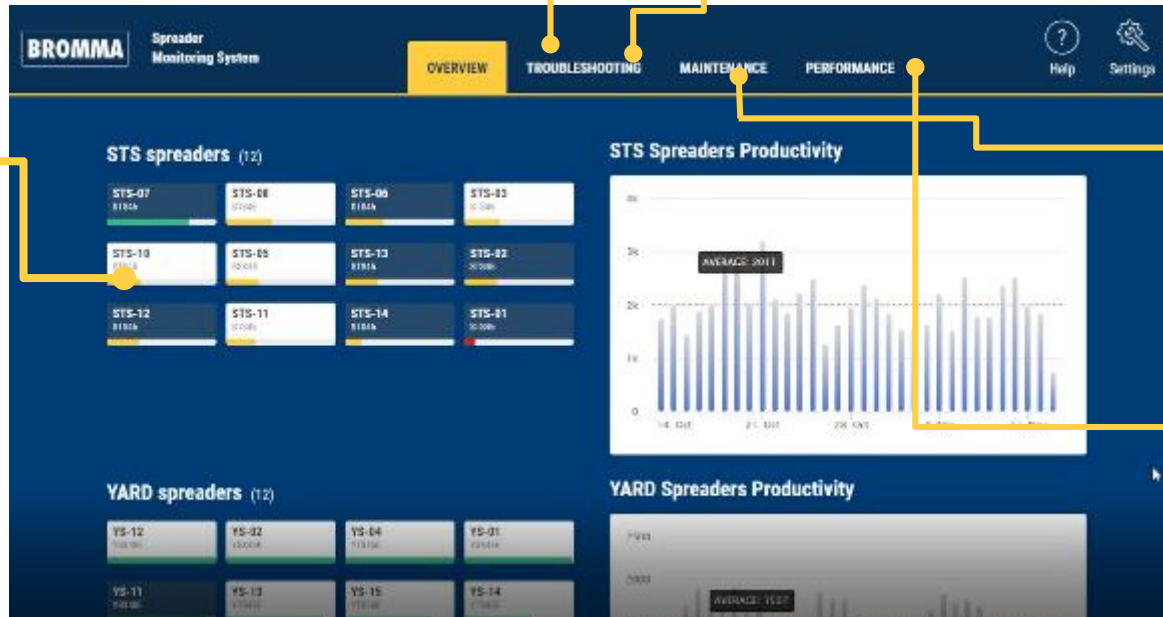
In-depth analysis of specific issues

Easy access to spreader manuals and recommended solutions

Instant overview of the health of each individual spreader in the fleet

Overview of planned maintenance, ability to tailor maintenance, utilization based scheduling

Statistics for the whole fleet and individuals spreaders, which allows more in-depth analysis on spreader performance



ALTERNATIVE



Customer reactions after demo

This enables us to know immediately is this a fault on a spreader? That's where it becomes very powerful for us.

This is very useful. Providing insights is really useful for technicians.

I think this tool is great! Every terminals that has Bromma spreaders should use it!



Conclusion

With this approach companies can:

- Develop what the user wants
- Reduce costly re-designs
- Reduce development time
- Cloud technology allows continuous improvement



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