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Marlink signs partnership agreement with Transmetrics to optimise logistics operations for maritime customers

Transmetrics' digital solution optimises marine logistics using AI technologies and Marlink's global multi-band network

Oslo/Paris, August 20 2018: Marlink has signed an agreement with Transmetrics to establish a strategic business partnership aimed at predictive logistics optimisation for maritime customers. The agreement will enable Transmetrics, a Forbes-awarded start-up, to leverage Marlink's broadband satellite communications network, digital solutions and contacts to further

develop maritime logistics innovations. As part of its Smart Connectivity strategy, Marlink seeks to support new partners and applications to work together to enable its customers' digitalisation and business efficiency.

Transmetrics unlocks the power of big data to optimise empty container logistics. With extensive experience in demand forecasting and predictive optimisation for cargo transport industry, the company has developed an innovative predictive asset management tool called AssetMetrics. Based on applying AI algorithms for data cleansing and demand forecasting, the AssetMetrics software suggests the optimal storage, repositioning and maintenance strategy for empty containers as well as the optimal levels of 'safety stock' at each location. It is estimated that with the AssetMetrics software, shipping companies can expect about 10-15% cost reduction of empty assets logistics.

“Transmetrics will help us to address our cargo & container ship customers’ top priority; which is to digitalise end-to-end the logistics chain and fix the inefficiency of cargo transport and logistics. Partnering with the best start-ups, we are positioning Marlink as a leading digital company in the industry, creating tangible economic value for customers from their digital enablement strategies through our smart connectivity solutions,” said Gennaro Faella, Head of Strategic Business Development, Marlink.

In a partnership with Transmetrics, Marlink contributes its experience and interconnected technologies, which support customers to navigate digital transformation in shipping and logistics. This pilot is strategically important for Marlink as it allows jointly with Transmetrics to support global maritime shipping companies and help them predict shipping volumes, optimise empty container moves and achieve savings, while making transport more efficient and environmentally friendly.

“The maritime transportation industry is experiencing phenomenal changes thanks to new technologies such as big data and predictive analytics,” said Tore-Morten Olsen, President Maritime, Marlink. *“Our agreement will leverage Marlink’s satcoms connectivity combined with Transmetrics intelligent software solution to streamline shipping companies’ container flows, prevent empty capacities on vessels and ultimately make our cargo customers more efficient.”*

“Marlink’s global multi-band network and extensive insight into maritime digital transformation will augment our predictive optimisation software AssetMetrics,

ensuring that together, we are positioned to deliver tangible operational and financial efficiencies to end-users,” said Asparuh Koev, CEO, Transmetrics.

Visitors to SMM 2018 in Hamburg this September can find out more about the partnership between Marlink and Transmetrics by visiting Marlink hall B6, stand 415.

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About the Marlink Group

The Marlink Group is the world’s leading provider of end-to-end managed connectivity and IT solutions. The group which includes Marlink, Telemar, Palantir, Livewire Connections and OmniAccess, provides maritime and enterprise customers with an integrated offering of reliable broadband

communications and IT, digital solutions, bridge electronics, and flexible service and maintenance.

The Marlink Group's unrivalled portfolio of multi-band communication solutions covering Ku-, Ka-, C- and L-band services is augmented with mobile and terrestrial links and an industry-unique range of digital solutions. With more than 1000 employees worldwide, the Group serves enterprise and maritime customers globally, including: Shipping, Offshore, Cruise & Ferry, Yachting and Fishing, as well as Mining, Oil & Gas, Utilities, Humanitarian & NGO, Media & Events.

The Marlink Group delivers solutions with unrivalled service and support through an enhanced global footprint, including a network of sales and service locations ensuring customer proximity. Our 24/7 service desk, local presence on all continents and a network of 1250 service points staffed with highly qualified service engineers support our customers globally to operate their business in an ever smarter, safer and more profitable way.

More than 70 years' experience, combined with our strong satellite network and hardware manufacturer partnerships, enables Marlink to bring the power of smart connectivity solutions to customers worldwide, helping them to digitalise their remote business operations wherever they are.

The Group is led by Erik Ceuppens as CEO.

www.marlink.com

www.telemarspa.it

www.palantir.no

About Transmetrics

Transmetrics offers predictive optimization software based on Artificial Intelligence and machine learning for the cargo transport industry. Our tools help cargo companies to continuously increase their operational efficiency

and reduce costs through several steps - 1) data cleansing and enrichment via AI algorithms 2) accurate and granular demand forecasting based on historical data and external factors and 3) predictive network/asset optimization. Transmetrics Software-as-a-Service products are used by some of the leading logistics providers and are applicable to all types of companies and all transport modes (road, air, sea, rail).

<http://transmetrics.eu/>