



Maritime expertise

how Datastorms can contribute
to accelerated sustainability and
digitalization



VAN LOENEN
consultancy

The maritime sector is facing the challenge of tackling sustainability and digitalization. But how? Lots of maritime companies are asking themselves this question. Even the Dutch government is now investing significantly in it by means of the Maritime Master Plan. Apparently, there is clearly a sense of urgency in the Netherlands and beyond. But how do you align with this development of sustainability and digitalization?

This is where the software tool Datastorms comes in. Datastorms, developed by Martijn van Loenen and his team of 15 people, can make a significant contribution to the optimization of data sharing, collaboration and process optimization in this sector.

Datastorms and the power behind the tool

Datastorms is an advanced software platform that was specifically designed for streamlining and structuring data in the maritime sector. The platform supports maximum collaboration in the field of information and data, both inside and outside your organization. Therefore, it makes working together with your colleagues, subcontractors and suppliers a piece of cake. It consists of innovative building blocks that provide structure and uniformity to data. The architecture allows users to quickly achieve results, such as a proof of concept, and the tool is excellent for managing large amounts of data.

Martijn van Loenen, the driving force behind Van Loenen Consultancy and Datastorms, has developed expertise in the field of information management in the maritime sector and beyond. His experience as a former project manager within the Integraal Samenwerken Programma (the Integral Collaboration Program) has given him a deep insight into information management. Combined with the expertise of the Datastorms team on both technical and operational aspects, this provides a solid basis for guiding and optimizing complex projects.



Martijn van Loenen

Technical capabilities of Datastorms

Datastorms offers a range of technical options:

- 1 **Collect and structure data:** The platform can collect and structure large amounts of data based on agreed definitions.
- 2 **Integration with other applications:** It supports active communication with other applications, and thus allows easy integration of data.
- 3 **Data enrichment:** Datastorms enriches and processes data into valuable products such as reports and dashboards.
- 4 **Secure data exchange:** Complex data can be shared with relevant stakeholders through a secured web portal.
- 5 **Personalized access:** According to roles and rights, everyone sees the exact information that is relevant to them.



Why sector expertise is crucial in software development

When implementing software, knowledge of the sector is essential. Software experts with field knowledge understand the specific needs and challenges within the sector and can seamlessly integrate software into existing systems. This prevents expensive errors and guarantees more efficient and effective use of the software.

How systems engineers with sector and software expertise add value

It has a direct impact on the project when software experts, such as systems engineers, have a deep understanding of both the technical capabilities of their software solution and the maritime sector. Here is a top 5 of the benefits:

1

Identification of relevant requirements

Software experts with maritime field and sector expertise understand which software features are essential for daily operations within the maritime sector.

2

Insight into operational processes: increase efficiency

Understanding both the software and the sector enables software experts to optimize processes in a targeted manner and reduce bottlenecks.

3

Provide innovative solutions

Software experts with field and sector expertise are better able to think outside the box and design innovative solutions.

4

Faster problem solving

Software experts with dual expertise can identify and solve problems faster because they know how software behaves in specific operational environments.

5

Effective communication

Software experts with field and sector expertise optimally serve as a bridge between IT and operational teams, thus reducing misunderstandings and improving collaboration.

Broad knowledge, also outside the sector

The fact that the Datastorms team has no trouble coping with complex projects is proven, for example, by the Amsterdam road tunnel project that they were asked to supervise.

By developing a shared library according to the principles of Model-Based Systems Engineering (MBSE), they have provided a structured and consistent approach which results in:

- **Better data quality**

Standard models and components minimize errors and ensure consistent performance.

- **Increased efficiency**

Reusing documented knowledge saves time and resources.

- **Continuous improvement**

Feedback from the field is continuously collected and processed in the library, resulting in continuous optimization.

This project shows that data sharing is the key to successful projects. By sharing knowledge and working together, we can increase quality, optimize efficiency and boost continuous improvement.

Together you get further: sharing knowledge is multiplying it

As information professionals, we know that sharing knowledge means multiplying knowledge. It is the only way to create a system that will allow you to accelerate digitalization, which accelerates sustainability and makes projects more efficient. We ensure that knowledge is streamlined into an integrated result. Together you get further, and you help each other excel.

Van Loenen Consultancy & Datastorms: for the entire maritime sector

Van Loenen Consultancy has years of experience in the maritime sector and works for Oceanco and Damen, among others. 'With our team of information professionals, we bring extensive experience and knowledge in the maritime sector. The team also has process and systems engineers who are able to make all knowledge in the organization centrally available which makes processes more efficient and cheaper and provides maximum support for innovations. We understand the unique challenges and demands of this fascinating sector and can therefore offer customized solutions that go beyond generic software packages.'

By sharing knowledge and working together, we can increase quality, optimize efficiency and boost continuous improvement. Together we go further!

