

Customer success

How OrbitMI delivers enhanced value for shipping professionals



The suite of vessel performance optimization solutions was able to improve the quality of insights for customers through a strategic partnership with Lloyd's List Intelligence.

The challenge

As shipping becomes increasingly more complex and competitive, professionals in the sector require accurate, real-time data to help them navigate challenges that cause delays and run up expenses.

OrbitMI offers an integrated SaaS platform designed to help shipping industry professionals track vessels and ETAs so they can make critical business decisions in a timely manner.

Challenge 1:

Make a new platform more attractive by delivering more value

In 2019, when OrbitMI was relatively new to the maritime industry, their platform included a few different data feeds. But in order to deliver the most accurate and comprehensive information, the leadership team quickly recognized the need to integrate higher quality data sources.

“In particular, we became determined to upgrade the information we provide through Orbit regarding specific companies, vessels, and AIS services.”

Ali Riaz, Chief Executive Officer, OrbitMI

Challenge 2:

Raise the brand profile for a new company

As a startup, the OrbitMI team understood they needed to put themselves on the map and become more well-known in the sector. They wanted to leverage high quality data, but also saw great value in associating themselves with the best brands in the space – including Lloyd's List Intelligence.

“Keep in mind, this is not an industry known to use Google Search to find potential business partners. It relies more heavily on key industry publications and personal relationships.”

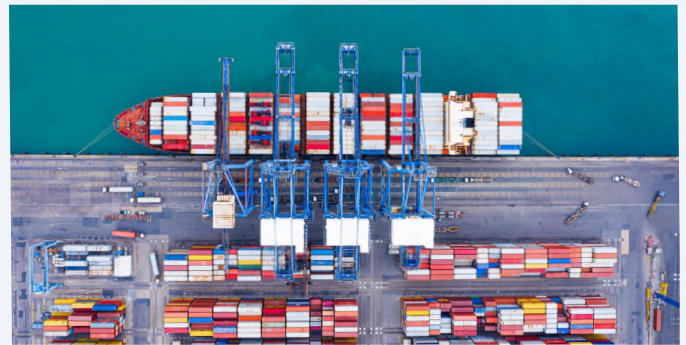
David Levy, Chief Marketing Officer, OrbitMI

The solution

In a search for the most comprehensive, trusted, and up-to-the-minute maritime information, data from Lloyd's List Intelligence satisfied OrbitMI's requirements in ways no other provider could come close to. Now that data, which is integrated into the Orbit solution, helps shipping operators make confident and profitable operational decisions each day.

Lloyd's List Intelligence gathers AIS data for vessel movements and characteristics through a unique mix of sources:

- ▶ Close to 443 million AIS signals are ingested from its **terrestrial network** of receivers each day.
- ▶ Strong relationships with **satellite AIS providers** deliver data about vessels in both high-traffic and deep sea locations.
- ▶ Data from **shipborne receivers** helps confirm data and positioning for vessels in busy areas.
- ▶ With more than 500 agents and access to 1,100 ports in 170 countries, **Lloyd's Agency Network** verifies port callings in person, by sight – offering a unique advantage among data sources.



Delivering a unique mix of value

OrbitMI leaders believe that when technology companies and data providers collaborate, they will deliver more comprehensive value for customers.

▶ **OrbitMI**

Built on an open and flexible SaaS platform, Orbit aggregates data feeds so customers have a single source of the truth about vessels, ports, and more. But with built-in artificial intelligence and machine learning technology, Orbit delivers even more valuable insights that can lead to competitive advantages and a healthier ROI.

▶ **Lloyd's List Intelligence**

Professionals all over the world trust Lloyd's List Intelligence for accurate, verified, and real-time maritime trade data. With Lloyd's List Intelligence, shipping operators gain access to the most comprehensive tracking data with a complete view of vessel movements, detailed ownership data, and sanctions information available from all major sources.

“Having visibility into weather, port traffic, and berths most appropriate for your vessels is crucial for decision-making.”

Ryan Dooley, Chief Commercial Officer, OrbitMI

The results

The OrbitMI team set out to create a single source of the truth for maritime intelligence that combined different data sets and facilitated different workflows. Now, with Lloyd's List Intelligence integrated into the cloud-based platform, shipping professionals can make faster, well-informed business decisions with more confidence.

“Data is data. But to find a partner like Lloyd's List Intelligence – with team of problem solvers who understand our business – is a major reason why we're working with them.”

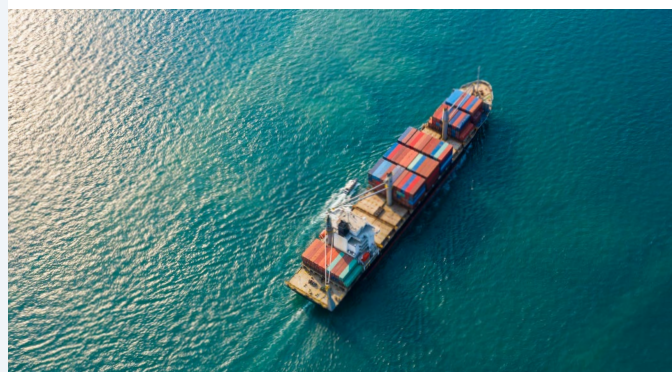
Ali Riaz, Chief Executive Officer, OrbitMI

Quality data leads to better results

Before adding the complete set of AIS data from Lloyd's List Intelligence, including dynamic and terrestrial, the Orbit help desk received calls that questioned vessel positions. Once this high quality data was implemented, vessel positions were updated regularly, without lags and Orbit users had more confidence in those vessels' positions.

93%

Fewer support calls about vessel positions



Request a demo or test out our API

Discover why you should integrate the most complete and trusted near-time and historical maritime data straight into your systems and platforms.

GET IN TOUCH



Copyright ©2022 Maritime Insights & Intelligence Limited. Maritime Insights & Intelligence Limited is a company registered in England and Wales with company number 13831625 and address c/o Hackwood Secretaries Limited, One Silk Street, London EC2Y 8HQ, United Kingdom. Lloyd's List Intelligence is a trading name of Maritime Insights & Intelligence Limited.

Lloyd's is the registered trademark of the Society incorporated by the Lloyd's Act 1871 by the name of Lloyd's.