

Workshop Assomineraria
 Trasformazione Digitale:
 opportunità e strumenti
 Milano, 30 Novembre 2018



RINA Digital Transformation
 Barbara Poli – Chief Digital Officer



Digital Transformation...there is no coming back



<p>95% New product will contain IoT</p>	<p>50% Large industrial companies will use digital twins</p>	<p>80% Companies with completely digital value chain</p>	<p>-200X Cost of drones</p>	<p>-400x Cost of 3D printer</p>
2020	2021	2022	2007-2017	2007-2017
<p>75Bn Connected devices</p>	<p>20% Large corporations using Augmented Reality</p>	<p>x57 Forecasted growth of AI market</p>	<p>60Mn app</p>	<p>1Tn\$ Blockchain Spending</p>
2020	2020	2025	now	now

A transformation rather than a revolution: not 'if' but 'when' it will happen



The world's most valuable resource is **no longer oil, but data**



Digital B2B in the next five years is a matter of business value



Increase in revenues p.a.:

+493 bln \$

Increase in investments p.a.:

+907 bln \$

Cost reduction p.a. :

-421 bln \$

...and "first movers" will enjoy 30% larger revenues and 30% cost reductions at the same time

What does an hystorical company like RINA have to do with the digital scenario?

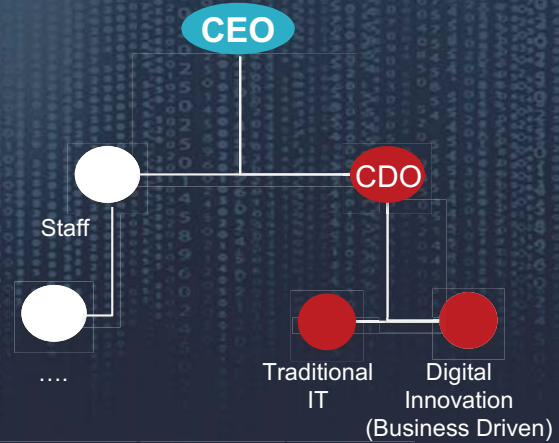
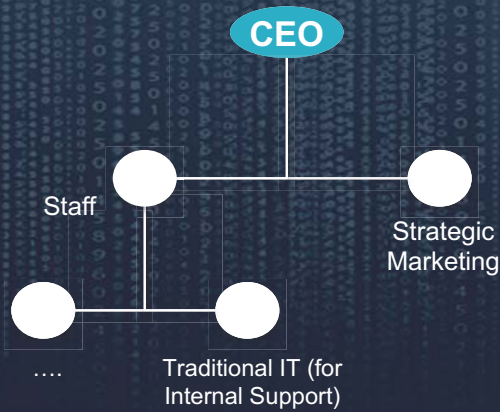


In RINA Digital Transformation is starting from the rethinking of the IT role and levers

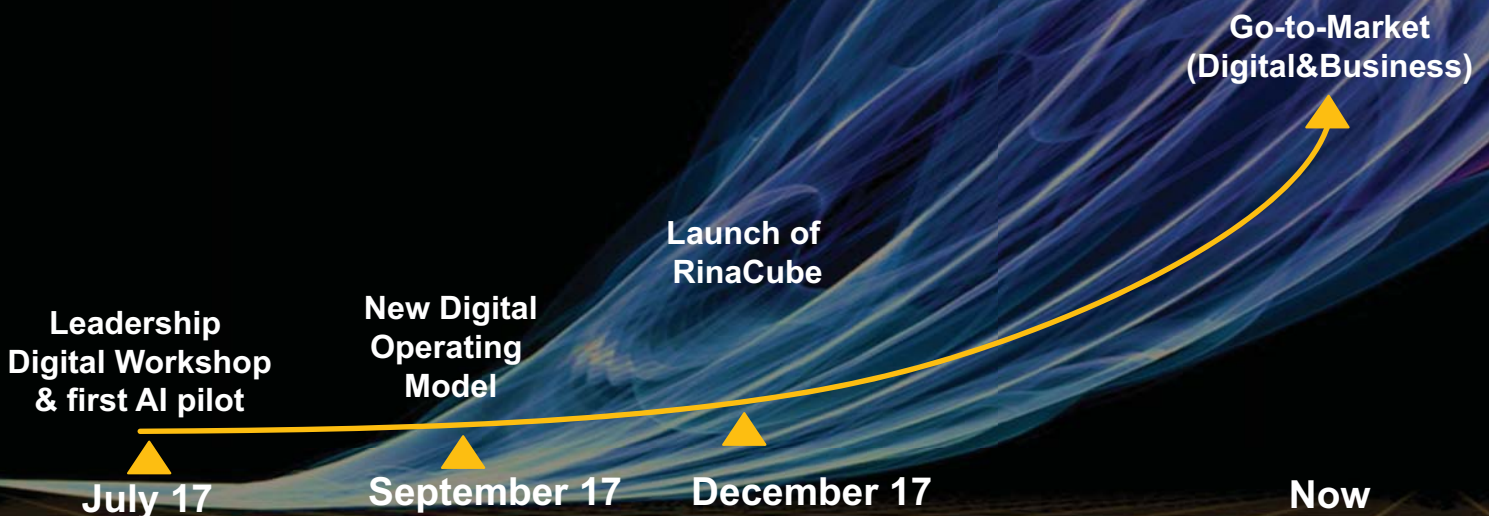


FROM “cost driven Operating” IT

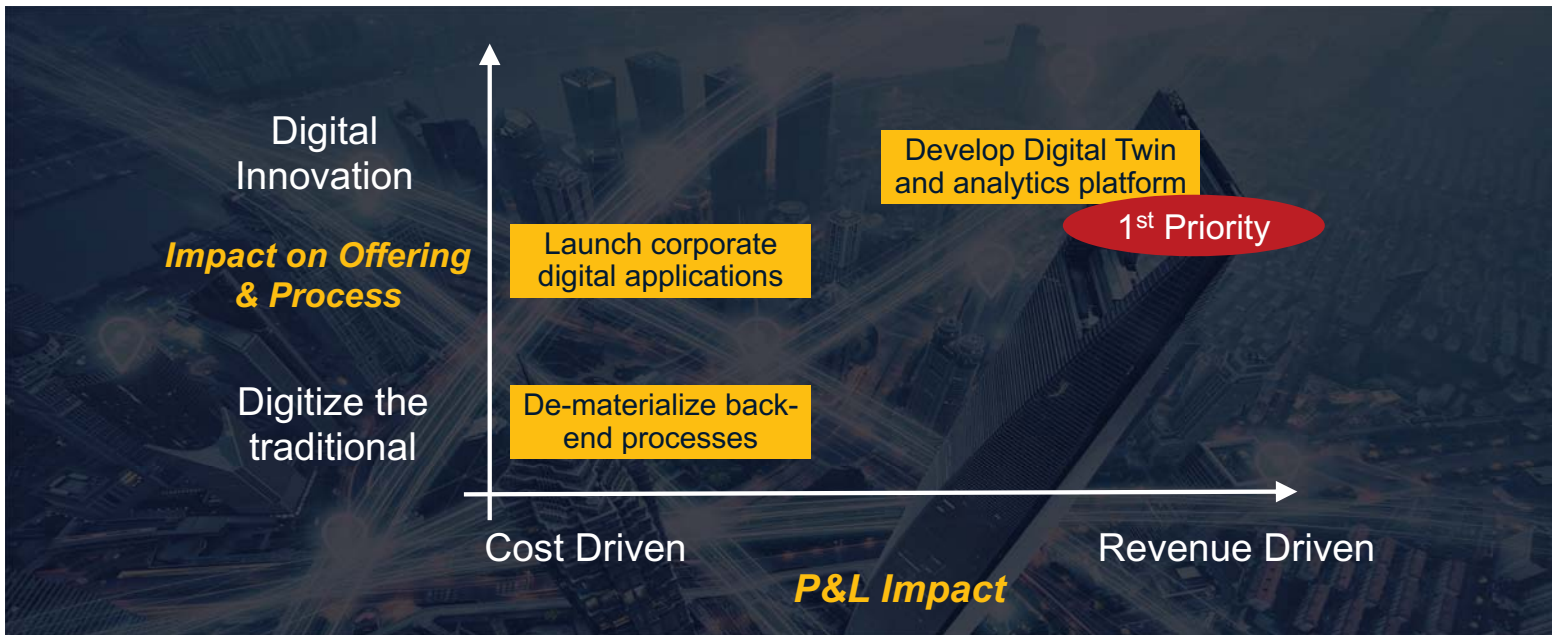
...TO “business driven Strategic” IT



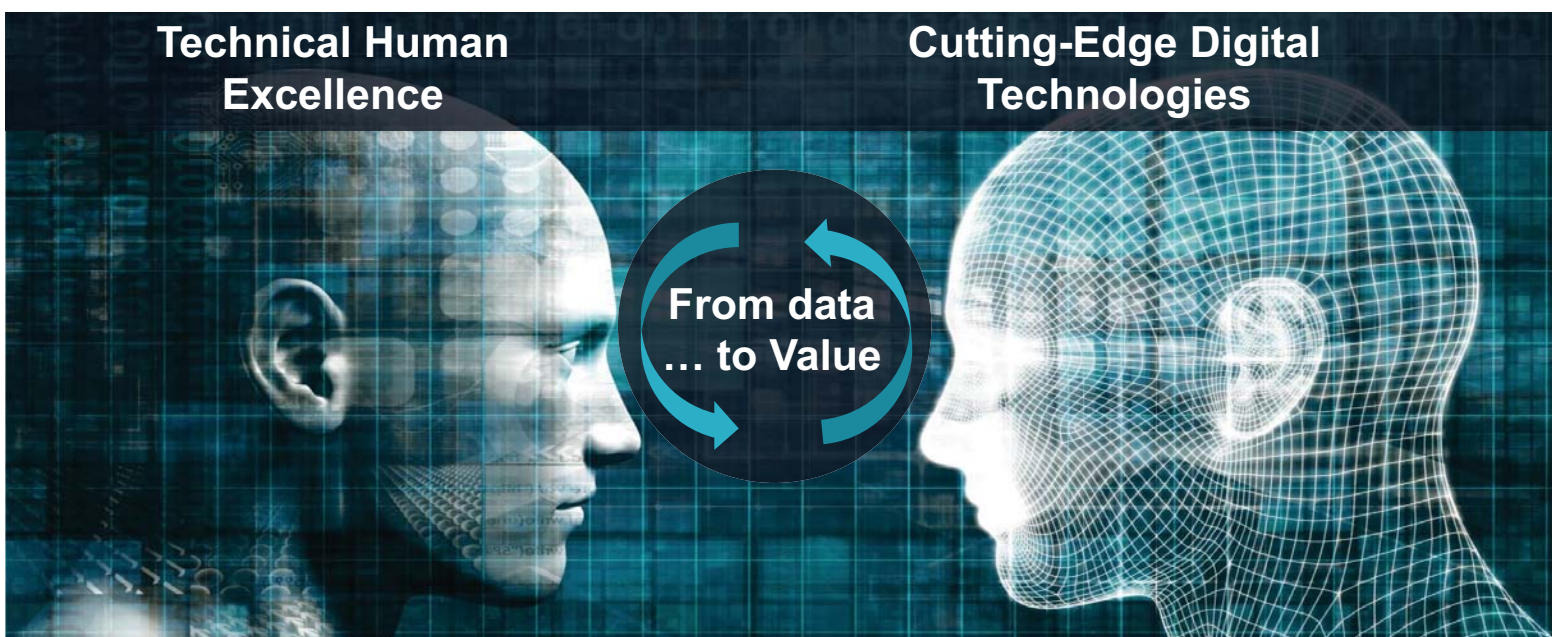
RINA's has launched its Digital Journey back in January 2017



Digital Starting Point: Develop Digital Twin and analytic platform as core digital innovation initiative in the strategic plan...



The new business model is based on enhancing expertise and technical skills of RINA professionals, transfer them in a new digital open platform



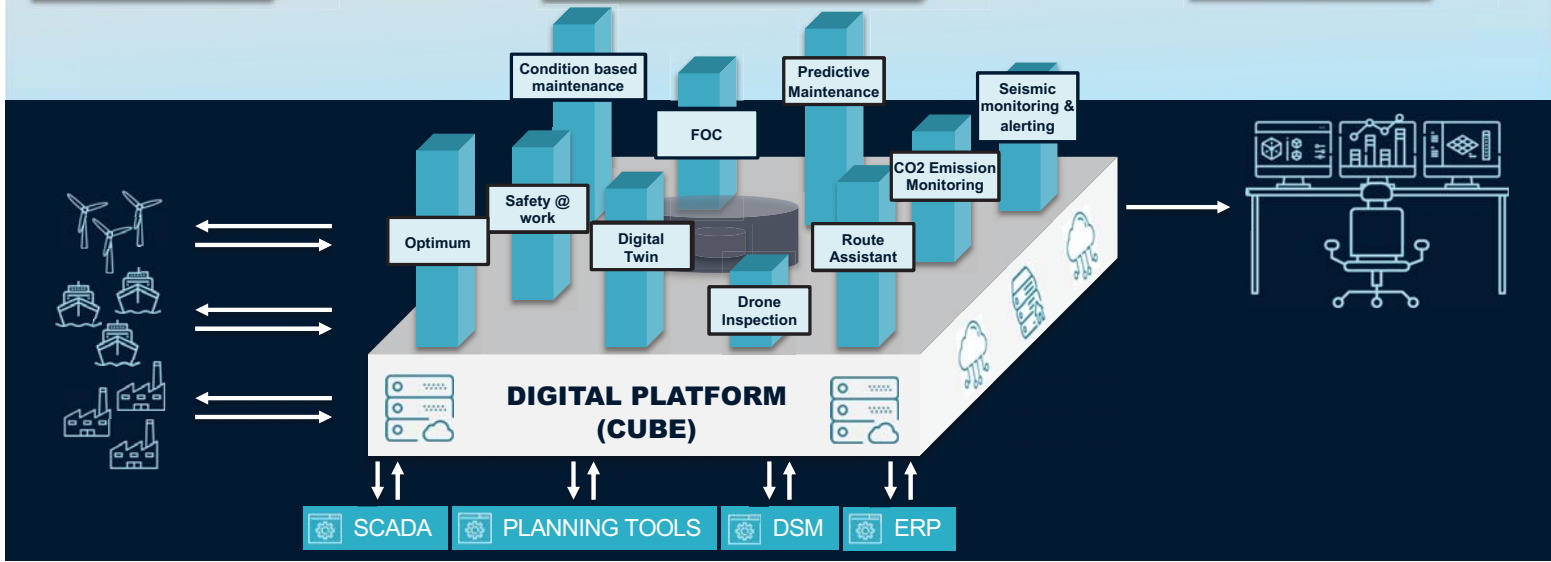
Inside RINAcube our digital services



Collecting Data from assets

“Datalake” Platform with different apps

User friendly Dashboards



RINA Cube: Core Services




RINA.Excellence Behind Excellence.

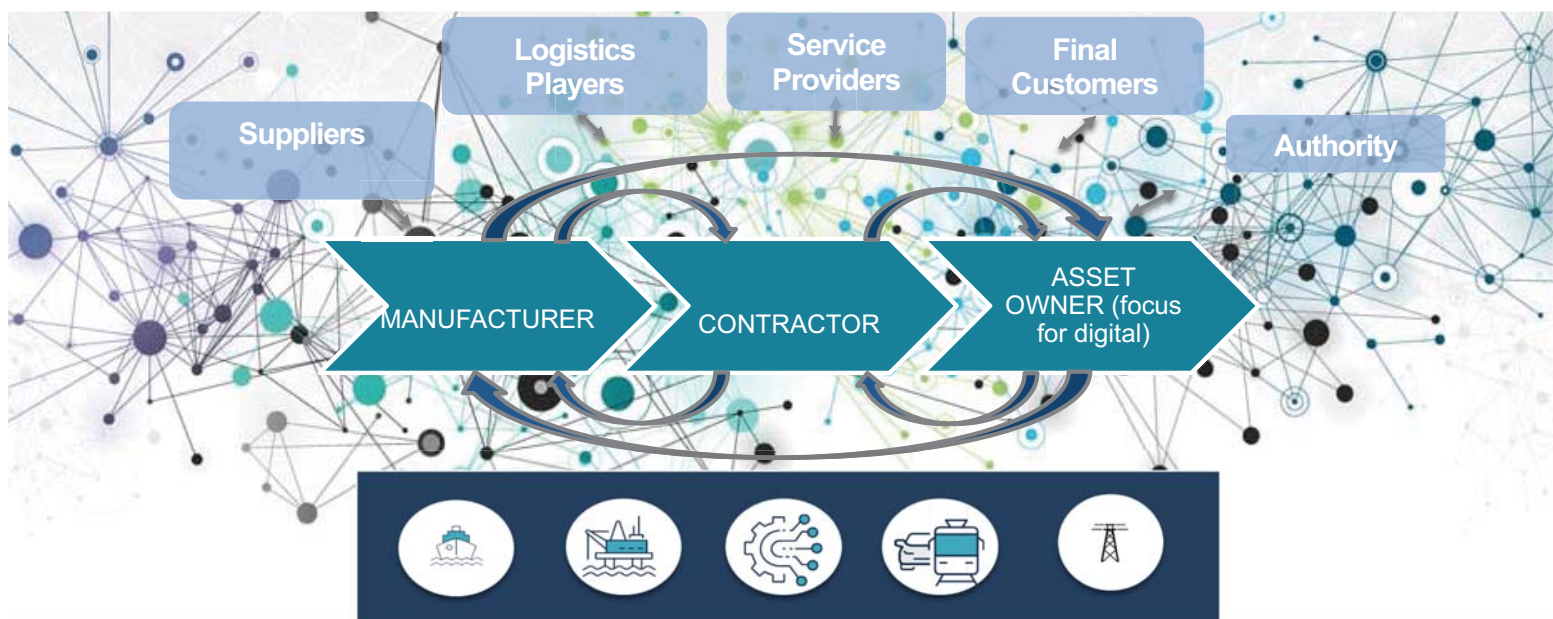
...imagine the control room of the future...it's just the starting point



- **Monitor voyages performance**
- **Maintenance & reliability**
- **Optimize asset management**
- **Design, Research and development**
- **Enabling new business model**



Shift the paradigm: RINA will offer «in the digital scenario» high-value digital services along the asset lifecycle, «augmented» skills and expertise of their people





RINA Digital Transformation

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The new Rembrandt