THE HUMAN FACTOR OF PORT DIGITAL TRANSFORMATION

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HudsonAnalytix
Complexity Made Simple™

AGENDA

01. **INTRODUCTION**
A quick background

02. **STAKEHOLDER ENGAGEMENT**
From inception to post-implementation

03. **CYBER RISK MANAGEMENT**
A shared responsibility

04. **CASE STUDY**
USTDA and HudsonAnalytix project with CCMH

05. **CONCLUSION**
Closing thoughts

01.

INTRODUCTION

A quick background

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Philadelphia (HQ)
Houston
London
Long Beach
Manila
Naples
Piraeus
Rio de Janeiro
Seattle
Washington, DC

Collaborating with Latin America and the Caribbean

Planning and governance

Operations advisory

Digital transformation

Cyber risk management

PORTCALL.COM

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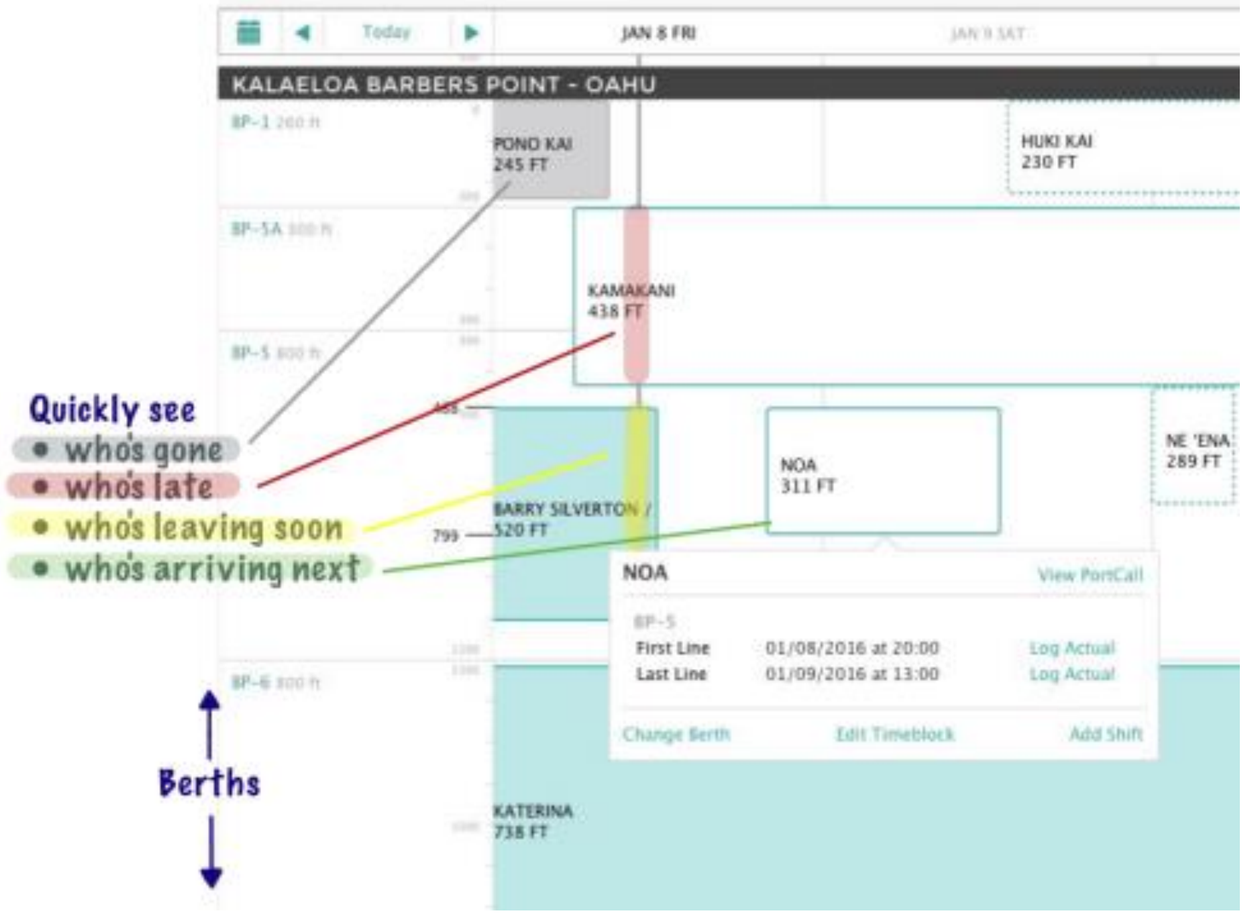
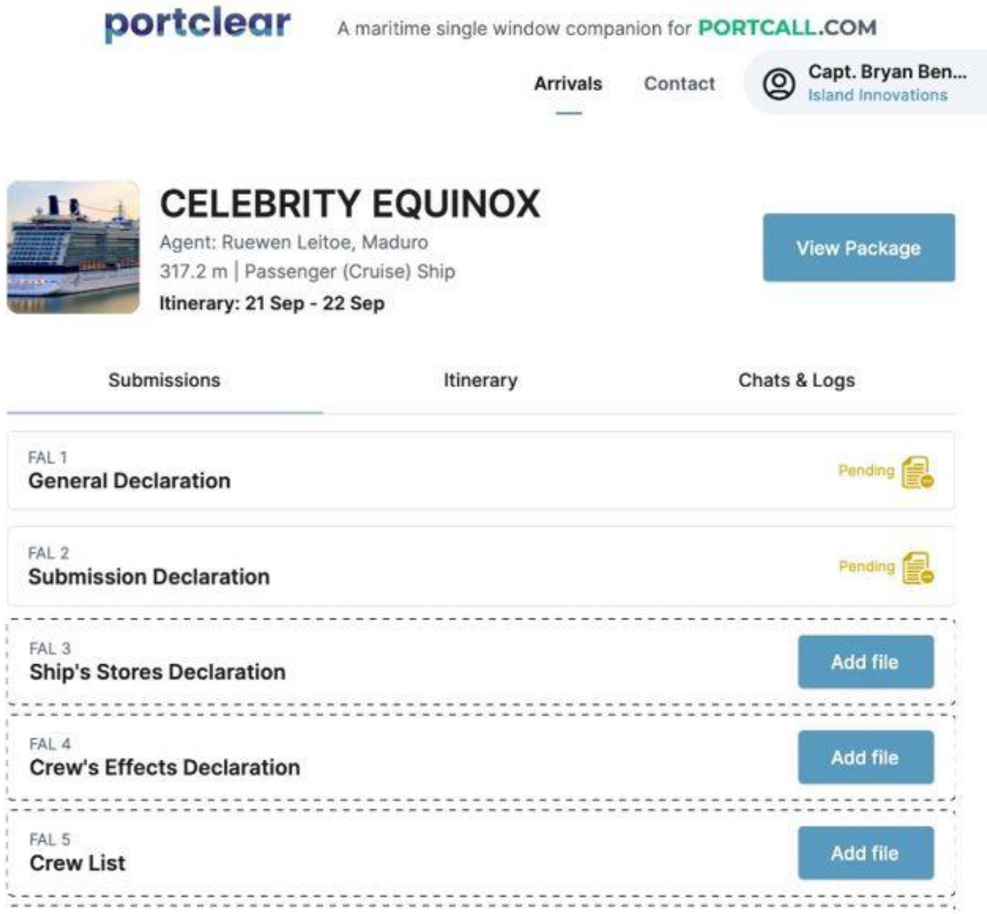
Vessel Scheduling



Maritime Single Window



Digitalize scheduling with agents

Resolve schedule conflicts

Send reminders for missing information

Coordinate services

Integrate with new and existing systems

PortLogix™

Driving Collaboration and Organizational Cybersecurity Resilience

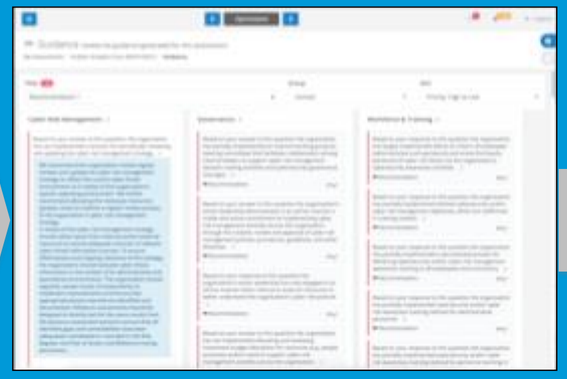
Assess
Capabilities

Assessment questions are dynamically generated and include detailed help text.

Pinpoint
Gaps and Vulnerabilities

Scores are generated by practice area, functional domain and maturity level. Drill-down options allow for rapid review and analysis.

Identify
Solutions and Resource Options

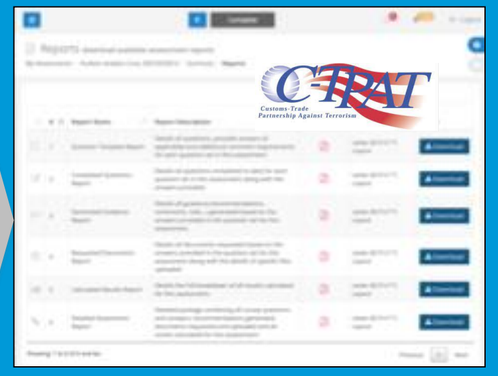


Actionable Recommendations can be filtered by functional area, prioritized and organized by functional domain.

Benchmark
And Monitor Progress

Real Time Benchmarking monitors internal progress and tracks performance against industry peers.

Demonstrate
Compliance



Reports are available for download on demand.

NIST National Institute of Standards and Technology

ISO

CIS Center for Internet Security®

C2M2 Cybersecurity Capability Maturity Model

enisa EUROPEAN UNION AGENCY FOR CYBERSECURITY

IAPH International Association of Ports and Harbors

IMO

02.

STAKEHOLDER ENGAGEMENT

Inception to post-implementation

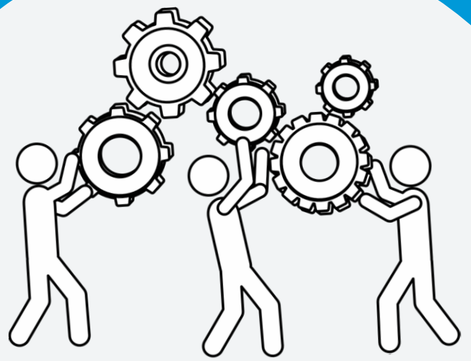
CHANGE MANAGEMENT

Digital transformation projects are **people** projects.

Source: Boston Consulting Group

~30%

Less than half of large-scale transformation projects meet initial time, cost, and utilization objectives.



LEADERS, PROGRAMS, PEOPLE

Technology only goes as far as **adoption**, **utilization**, and **compatibility** with existing operations.

EARLY ENGAGEMENT

Transparency

Ideas and initiatives must be shared between public and private leaders.

Collaboration

Dialogue must occur to best identify and understand common issues and goals.

Coordination

Resolving inefficiencies before, during, and after digital transformation occurs.

03.

CYBER RISK MANAGEMENT

A shared responsibility

CYBERSECURITY

Capabilities Assessment

Establishing a baseline of current capabilities helps prioritize the evolution of cyber risk management.

Building a Culture

Digital interoperability requires trust, communication, and understanding of mutual risk.

Managing Risk

Coordinated activities to manage cyber risk makes the entire port community more resilient.

04.

CASE STUDY

USTDA and HudsonAnalytix project with the Maritime Chamber of Honduras

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CASE STUDY

HONDURAN CHAMBER OF PORT AND MARITIME COMMERCE

- Technical assistance on port digitalization
- +50 stakeholder meetings (virtual and face-to-face)
- Applying global IT, OT, and cyber best practices to a Honduras-specific context
- Collaborative workshops between public and private stakeholders
- Ship Scheduling Platform and Maritime Single Window

05.

CONCLUSION

Closing thoughts

THANK YOU

Questions?

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