NAPA SAFETY SUMMIT 2026

SAFETY · EFFICIENCY · AUTOMATION

Integrated data systems and digital workflows – from ship to shore

Customer Cases: Holland America Line, TUI Cruises

NAPA Moderator

Alexander Bashkoff

Account Director US Cruise, Safety Solutions, NAPA

- Bachelor’s Degree in Naval Architecture & Marine Engineering from Webb Institute
- Joined NAPA in 2018 as a Technical Consultant, Stability
- Known for a customer-centric approach and strong operator partnerships
- Focused on helping U.S. cruise organizations improve safety, efficiency, and sustainability

Presenters

Sid Saxena

Senior Maritime Business Analyst

Holland America Line, Seabourn Cruises,
Princess Cruise Line

Alexander Thumann

Fleet Performance Manager

TUI Cruises

Agenda

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NAPA Introduction

02

Case 1: HAL, Seabourn, PCL

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Case 2: TUI Cruises

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Discussion + Q&A

Ship-to-Shore synergies for operational efficiency

NAPA Onboard

- NAPA Stability
- NAPA Emergency Computer
- NAPA Logbook
- Electronic Status Board
- Electronic Noon reports
- Electronic Checklists

+

Third-party system with API and Sensors

NAPA Cloud

(Real-time onboard data & system backup)

Serial & Network Interface Protocols including:

- Modbus / ModbusTCP
- OPC-UA
- NMEA
- HTTP
- VDR
- Siemens
- ABB
- Martec

Rest API via NAPA Logbook Server VM

NAPA Onshore

- NAPA Fleet Intelligence
- Data Analytics
- Stability Dashboards
- Environmental Reporting

+

API to Data Lake or Third Party

Scheduled Reports

Case 1:

HAL, Seabourn, PCL

Presenter

Sid Saxena
Senior Maritime Business Analyst
HAL/SBN and PCL

- Master's Certificate of Competency and HND Nautical Science, Warsash Maritime Academy (UK)
- 14 years with Holland America Line, progressing from deck cadet to senior shipboard roles.
- Transitioned ashore in 2023 to our maritime systems team.
- Driving fleet wide overhaul and expansion of core maritime systems
- Aligning marine, technical, IT, and governance stakeholders to ensure systems are practical, scalable, and compliant.

The Operational Reality

- ## Why Ship-to-Shore Matters?

  Our vessels operate globally, under different regulations, ports, weather, and conditions

  Decisions are made onboard, but at times accountability and oversight exist ashore

- ## The Ship-to-Shore Data Gap

  Manual reporting processes, Delayed incident visibility, Duplicate data entry, Limited fleet-wide insights

- ## Historically*

  Data lived in silos

  Reporting was delayed

  Onboard team members carried heavy administrative burden

How do you create **trustworthy, real-time operational visibility** without increasing workload onboard?

The Shift – From Standalone Systems to Integrated Platforms

- **Early maritime systems solved individual problems:**
  Stability PC instead of manual calculations
  eLogbooks / eChecklists instead of Paper Logbooks
  Digital Permits / Events reporting

- **But they often:**
  Didn't talk to each other
  Required duplicate entry, Additional tasks
  Created fragmented ship-to-shore views

- **New integrated approach, Introduction of applications like**
  NAPA Logbook / NAPA Fleet Intelligence / NAPA DSS / NAPA Status board
  NAPA Stability /NAPA Emergency Computer

Life Onboard – Digital Workflows in Practice

Example daily flow:

- Officers plan operations → stability verified digitally at the FOC (using digital dashboards)
- Permits issued and approved within the same ecosystem (digital heat map and notification for overdue events)
- Logbook entries completed during normal watchkeeping (NAPA FI's data is digitally extracted)
- Data synced quietly to shore

Most Important note –

- Systems are used by **mariners/ simple sailors**, not IT experts. Onboard Adoption depends on:
- Overall performance /Speed of the application/UI
- Reliability, Compliance with regulations
- Alignment with how ships operate and by not creating additional tasks for the shipboard teams

"If a system doesn't work at sea, it doesn't matter how good it looks ashore."

Ship to Shore Impact – What Changes Ashore

Focus on Fleet Intelligence and Data flow:

Before:

- Manual reporting
- Follow-up emails
- Delayed visibility for shore teams and FOC

Now:

- Near real-time fleet visibility – Dashboards ashore for multiple reports
- Shared data between ship and shore – Realtime for Asset Allocations
- Supports vessel proactively—without interrupting operations

Why Integration Matters at Fleet Scale

- Multiple brands
- Multiple ship classes
- Hundreds of officers rotating globally

Integrated platform delivers:

- Standardization across fleets
- Consistent training and expectations
- Confidence in compliance and records
- Reduced administrative workload

The Future – Where Digital Maritime Operations Are Heading

Looking ahead:

- Increasing regulatory complexity
- Greater focus on analytics and trends
- Higher expectations for transparency
- Crews expected to do more with less paperwork

Future focus areas:

- Smarter analytics, not more data (AI Tools)
- Systems designed around users (User Feedback and Keep it simple)
- Closer collaboration between vendors and operators

The future isn't about more tools—it's about better-connected ones.

Key Takeaways

- Integrated systems improve safety visibility
- Digital workflows reduce manual work
- Real-time insights support better decisions
- Data-driven culture strengthens safety

What we value most in platforms like NAPA is that they are built around real operations. When digital systems genuinely support mariners, adoption follows naturally and that’s when technology delivers real operational value.

That’s the future of ship-to-shore integration.

Thank you for your time.
I’ll open the floor for questions and discussion.

Case 2:

TUI Cruises

TUI Cruises | Mein Schiff | HAPAG LLOYD CRUISES

Alexander Thumann

TUI Cruises

A German based cruise company operating two fleets – Mein Schiff & Hapag-Lloyd Cruises. Hapag-Lloyd Cruises is famous for its luxury and expedition ships. Mein Schiff is well known for its premium all inclusive.

Master Mariner (STCW II/2)
Fleet Performance Manager, TUI Cruises

- Background as Nautical Officer at Maersk, Hamburg Süd & TUI Cruises
- MBA in International Logistics & Trade
- Tasks as a Fleet Performance Manager:
  - maritime data collection
  - emission reporting
  - implementation of NAPA Electronic Logbook on all ships

TUI Cruises - NAPA Electronic Logbook for Emission Reporting to DNV

TUI Cruises | Mein Schiff | HAPAG-LLOYD CRUISES

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Looking Ahead / What's Next?

1. Initial Situation

Growing Regulatory Complexity

- EU ETS
- MRV / DCS
- DNV as verification body

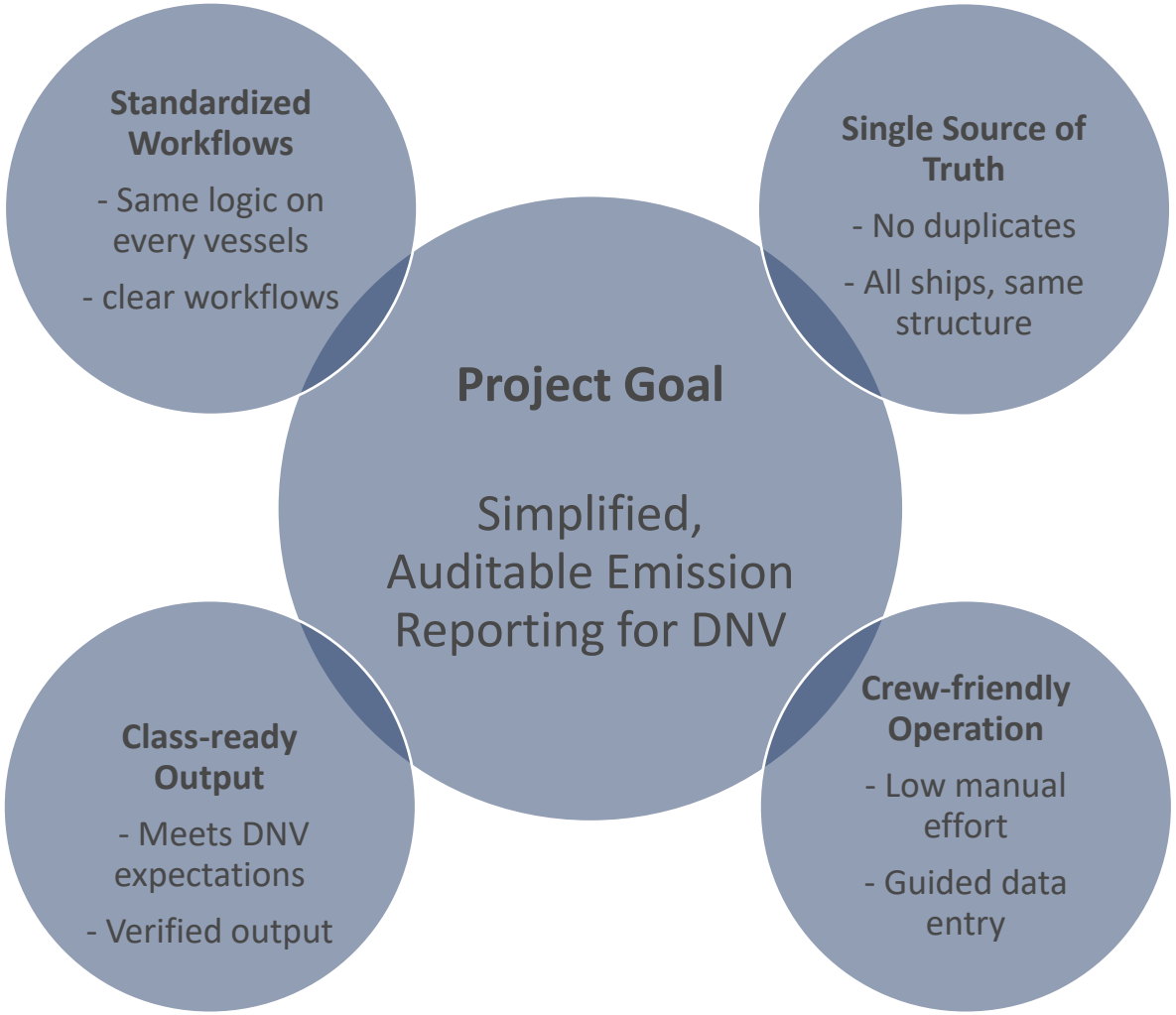
Starting Point at TUI Cruises

- Emission-relevant data scattered across
  – paper logbooks
  – Excel sheets
  – noon reports
- Manual consolidation and frequent back-and-forth

Result

- Regulatorily compliant — but operationally inefficient and not scalable

2. Project Goal & Design Principles



3. The Solution: NAPA Electronic Logbook

Cooperation with NAPA started in 2013; first installation on Mein Schiff 3 in 2014

What NAPA Provides for TUI Cruises

- support standardized input
- consistent data model
- flexible configuration

Why This Matters

- created at the point of origin
- less interpretation, fewer corrections later
- structured, audit-ready datasets

4. Reporting to DNV – From Data to Verification

Structured Data Transfer

- one Dataset for MRV and DCS
- standardized formats
- complete entries
- automatically merged data
- improved data quality → smoother verification

Effects on the Audit Process

- fewer DNV queries
- stronger audit trail
- clear traceability ship → verifier

One System – One Dataset – One Process

5. Compliance Ease; Benefits now

For the Crew

- clear input fields
- fewer corrections
- reduced back-and-forth

For Shore / Fleet Performance

- unified data foundation
- faster reviews
- less manual work

For Compliance & DNV

- higher data quality
- more consistent reports
- smoother audits

6. Lessons Learned

1. Standardization before automation
2. Crew acceptance determines data quality
3. Early involvement of verifier avoids surprises
4. Systems must grow with future regulations

7. Looking Ahead / What's Next?

Regulatory Outlook

- increasing EU ETS complexity
- UK ETS (future)
- IMO net-zero strategy

Role of Digital Logbooks

Foundation for:

- real-time compliance
- performance monitoring
- better decision-making

Scalable compliance as regulation expands.

More regulation – less manual work

TUI Cruises | Mein Schiff | HAPAG-LLOYD CRUISES

Thank you!

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