



COMPANY BACKGROUND

In 1979, Carlos Salinas founded Philippine Transmarine Carriers (PTC) for Filipinos aspiring for a future in the merchant maritime field. Today, PTC has emerged beyond crew management to offer an integrated value chain of services which include Training, Healthcare, Offshore Processing, Property Development, etc.



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PTC, Manila, Philippines
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800 Employees
25K GMPs
99 Principals

PROJECT GOALS

Define the goals, roadmap, and requirements for



A digital platform that aims to build and connect the greater PTC community and create new opportunities for all of PTC's customer segments

BUSINESS CHALLENGES



ALIGNMENT

Misaligned incentives within PTC Group. Missing the holistic view of integrated business units



DEPLOYMENT

Shortage of qualified GMPs, especially officers and experience ratings reduces trust of principals



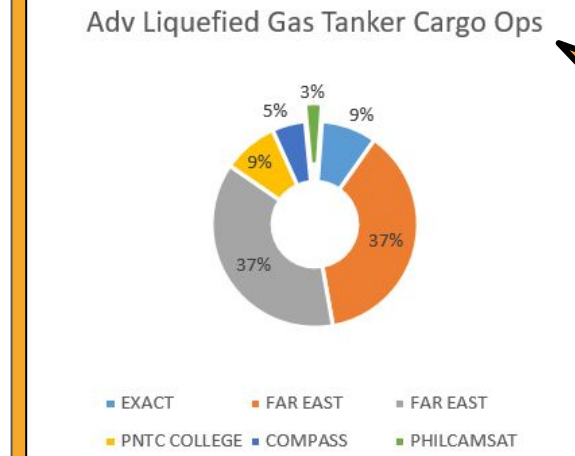
TECHNOLOGY

Manual, paper-based processes inhibit business analysis and process improvement

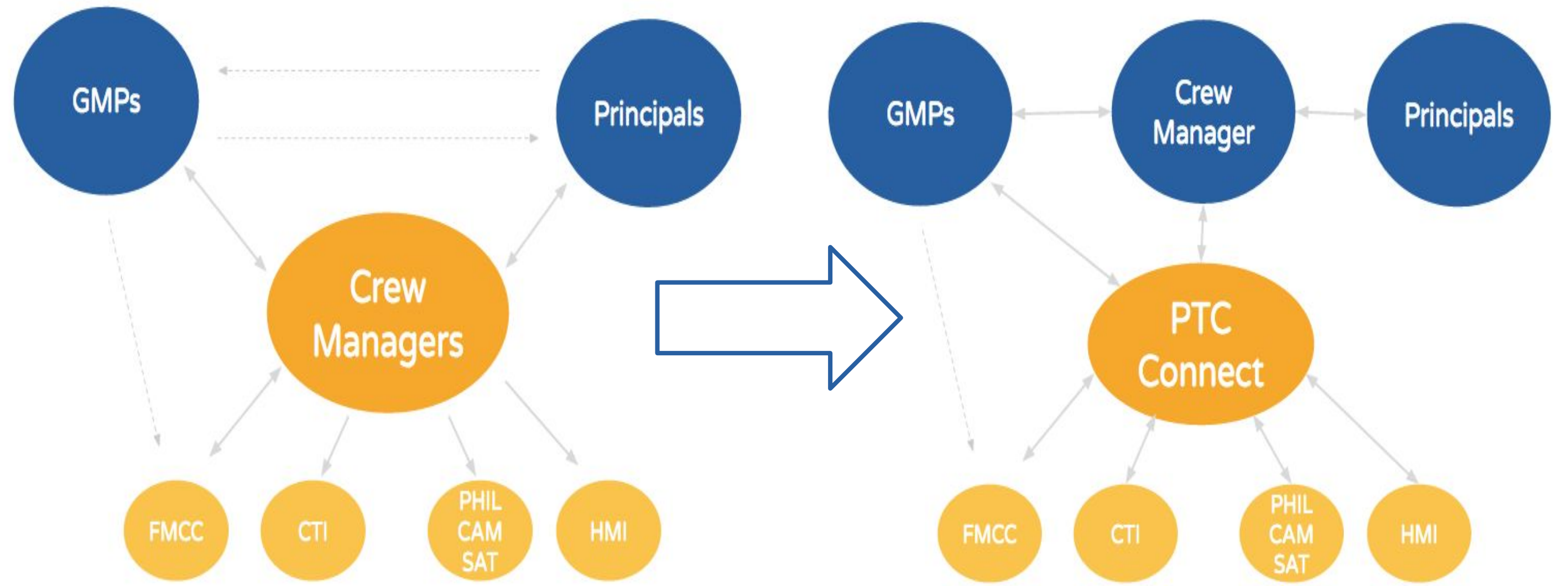
We modeled and quantified the financial opportunity of improving business unit utilization to demonstrate ROI calculation for PTC Connect

Crew Manager	sent to PHILCAMSAT	sent outside of PHILCAMSAT	GMP conversion rate
2	245	11	96%
3	907	21	97%
4	109	944	10%
5	118	763	13%
6	326	267	65%
7	9	467	2%
8	1	3	25%
9	347	237	59%
10	298	564	35%
11	53	391	12%
12	548	736	43%
13	163	270	38%
14	519	518	50%
15	235	109	68%
16	11	397	3%
17	342	4	88%
18	6	274	2%
19	18	605	3%
20	1,022	2,050	22%
21	67	616	10%
22	625	34	95%
23	29	293	9%
TOTAL	6,009	11,541	34%

Some crew managers have ~100% utilization while some are at very low utilization



For some business units (PHILCAMSAT) only a small fraction of GMPs utilized PTC's internal services



PTC CONNECT SOLUTION

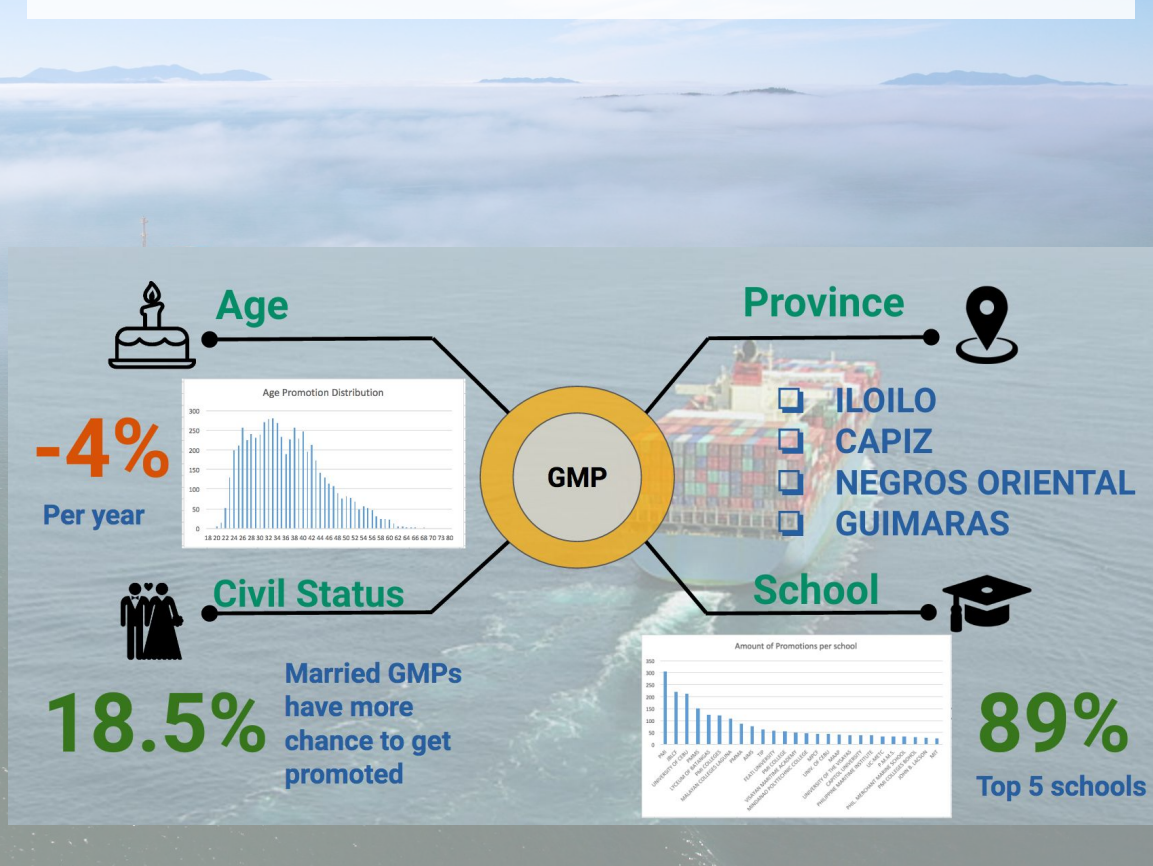
INCREASE UTILIZATION IN BUSINESS UNITS

DECREASE HASSLE FOR GMPs

IMPROVE GMP QUALITY & AVAILABILITY



INCREASE QUALIFIED GMPs



SCREEN MOCKUPS

