

PRESS RELEASE

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Shipping industry: Stop reinventing the IT-wheel

Too many shipping companies are solving the same IT issues instead of learning from their counterparts, whom have already solved the same challenges. Neptunes Guide is now on its way to address this issue.

shipIT, a Danish based consulting company focused at the shipping industry, has received funding from the Danish Maritime Fund to develop an internet based knowledge sharing portal.

The focus of the portal is how shipping companies can benefit from IT technology, become more efficient and enhance their business. Neptunes Guide will do this without competing with existing market sites or pure technology sites.

"From our daily work with clients in the shipping industry, we have experienced that it is very much the same IT issues that all companies face, all are working in isolation to resolve them. Our thinking is *Why not provide means to leverage knowledge sharing?*" says Kim Ahler, Managing Director of shipIT.

Kim Ahler continues: "Neptunes Guide will not be an extended shipIT site. While we will contribute with our extensive knowledge from the industry; it will very much be a user's forum facilitating knowledge sharing between all parties in the industry. We encourage anyone to contribute with articles and join the discussions".

Neptunes Guide will not only provide articles from experts addressing topics of interest to the shipping community, but also feature discussion groups and a "Yellow Pages" of e.g. leading solution providers. The initial focus is expected to be centred on office based systems and processes. However, since Neptunes Guide is the users own forum, they will shape it based on their interests and contributions.

Currently Neptunes Guide is planned to launch early 2012 at www.NeptunesGuide.com.

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