

# North Star invests £5 million in digital transformation to enhance efficiency, sustainability, and crew wellbeing

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**North Star, a UK leading offshore infrastructure support vessel operator, has announced a significant £5 million investment in digital transformation initiatives. This investment aims to drive operational and sustainability improvements across its business, while also prioritising the well-being of its seafarers.**

The company has implemented a multi-pronged approach to achieve its digital transformation goals:

- **Enterprise Resource Planning (ERP) System:** North Star has invested in ShipSure, a cloud-based ERP platform designed for ship management. This system allows for knowledge integration, streamlined processes, and data analysis to optimize performance across all aspects of the business.
- **Enhanced Project Management:** Through a strategic partnership with VesselMan, North Star has strengthened its project management toolkit. This seamless integration ensures smooth exchange of information and status updates between ShipSure and VesselMan.
- **Improved Connectivity:** For enhanced communication and high-speed internet access across its fleet, North Star has implemented Starlink's satellite communications. This technology provides significant benefits for crew members and operational efficiency.

**Benefits of the Digital Transformation Initiatives:**

- **Enhanced Safety and Efficiency:** ShipSure promises improved safety through better vessel crewing strategies and planned maintenance routines.
- **Sustainable Operations:** Optimized vessel performance and informed procurement strategies will contribute to overall sustainability goals.
- **Seafarer Wellbeing:** Starlink's high-speed internet access allows crew members to make video calls with loved ones, stream content, and connect with families more effectively, impacting overall well-being.

Fraser Dobbie, chief financial officer said: "This £5million investment in our digital capabilities is key to underpinning the strength and efficiency of North Star, making use of the best available business systems and technologies to support our continued focus on sustainably scaling our operations. Partnering with the most innovative technology suppliers allows us to elevate our corporate intelligence and decision making, generating increased value from the masses of data that we gather every day."

ShipSure is an important step in North Star's digitisation strategy, as a purpose-built cloud-based ship management ERP, it allows the maritime company to integrate knowledge, streamline processes and analyse data to improve performance across all elements of the business. ShipSure and VesselMan are also fully integrated, allowing seamless exchange of work order defects and status updates on purchase orders between the systems.

Fraser explained: "ShipSure will improve safety, increase the efficiency of vessel crewing, inform procurement strategies and help us to further improve the reliability of our vessels' performance through planned maintenance. It provides a modern engine from which to drive the vast knowledge and experience of our team to new levels."

Stephen Macfarlane, Group CIO at V., said "We are excited to support North Star on this digital journey with our all-encompassing digital solution, delivered as a service offering across their fleet and offices. Delivering ShipSure as a service is an important way for V.Group to partner with vessel owners to drive digitalisation of their businesses, and we are thrilled that a leading offshore services provider such as North Star has selected ShipSure in recognition of the platform's unique capabilities."

North Star prioritises the well-being of its personnel. Starlink's impressive speeds provide significant benefits for crew members working long rotations in challenging offshore environments. Enhanced connectivity fosters more meaningful connections with families and friends, boosting morale and overall well-being.

North Star's commitment to digital transformation extends beyond operational benefits. The company recently welcomed a dedicated Chief Technology Officer to its leadership team, underlining its focus on using technology to secure its position as a leader in offshore energy infrastructure support.

North Star is a leader in offshore infrastructure support vessel operations. With a workforce exceeding 1,400 and a fleet of 49 vessels, they provide essential services to the offshore energy sector across Europe.

Fraser added: “Our crews are immensely dedicated and hard-working, operating vessels and supporting our clients for month long rotations. Providing them with the ability to not only stream entertainment services, but also connect with home is a major boost for our offshore teams. We are thrilled with the results Starlink has delivered to date.

“Last year, we welcomed several specialists into our team including the company’s first chief technology officer, supporting our people with technology is a key element of our strategy to secure the future of North Star as the market leading provider of support to Europe’s offshore Energy infrastructure.”