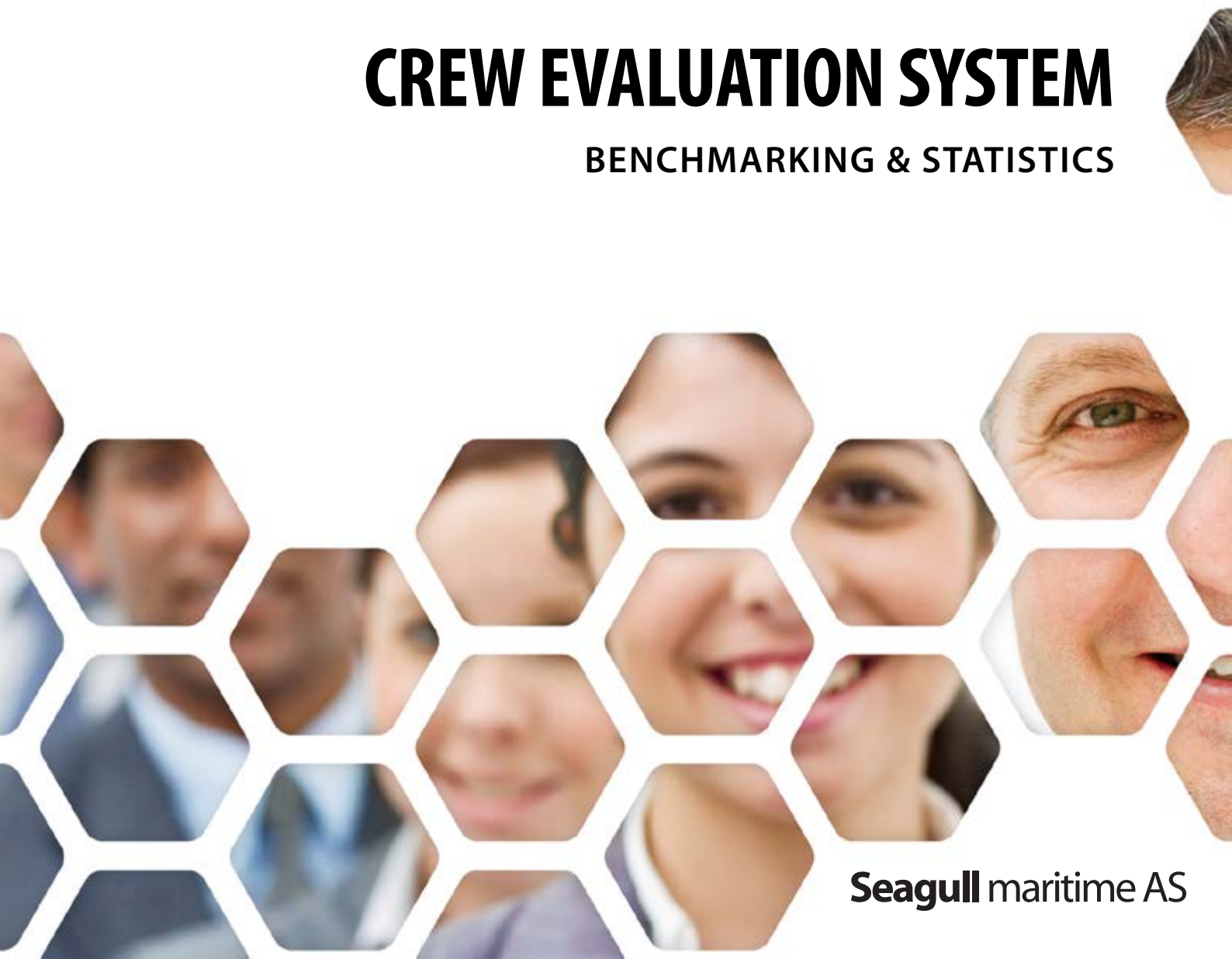




SAFETY THROUGH KNOWLEDGE

CREW EVALUATION SYSTEM

BENCHMARKING & STATISTICS



Seagull maritime AS

How does your crew MEASURE UP?

Our Crew Evaluation System (CES) just got more powerful. CES is an online assessment tool used to evaluate the background knowledge of seafarers with the objective of supporting the recruitment process and identifying training needs. It consists of a question database with over five thousand multiple choice questions, specific to the knowledge areas defined in STCW. Now we are giving you the opportunity to benchmark the test results against industry peers – can you say that you have the best crew?

CES is one of the most used tools in the industry to evaluate crew knowledge. It was developed in 1995 and came with its first online solution in 2010. Since then, the system has tracked more than 700,000 test results and is currently installed with more than 300 companies worldwide. Given the amount of data tracked in the system, we found a huge potential in launching a new advanced tool that lets our customers benchmark seafarer knowledge levels. CES Benchmarking & Statistics is the only tool available in the industry where you can benchmark crew knowledge against company and industry standards. It lets you:

- Analyse the CES score of your crew pool and compare it with the global industry standards.
- Compare your manning agents to focus on the knowledge level of the crew of each supplier.
- Focus the training effort on a group of personnel

or those training categories where your crew is scoring lower than the company or industry standards.

- Compare details based on rank, nationality and crew pool.

Safe Data Exchange

Having access to the confidential, real time data of your crew against other crewmembers in the industry offers a huge advantage. Although you cannot see individual crew data, you can now compare your pool against industry peers. Information on individual clients is fully protected within the Seagull system in compliance with the European Data Protection Act.

Best business practice

Benchmarking is a systematic process of comparing business performance or processes in different organisations, or between groups of organisations. The

“STCW certification is essential, but it is not a guarantee of competence. Our crew evaluation system is widely used to test and verify the knowledge level of seafarers, but benchmarking takes its usefulness to another level.”

- ROGER RINGSTAD, SEAGULL MARITIME MANAGING DIRECTOR



purpose of benchmarking is to improve performance or services by identifying where changes can be made in either what is done or how things are done. When you can pinpoint your strengths and weaknesses, you gain much needed clarity about where you need to improve. Regarding crew, this means you can focus on the training effort on a group of personnel, or those training categories where the score is lower than industry standards. Benchmarking is also said to be a huge motivator for both management and staff to implement changes and increase performance. It can actually establish a continuous improvement culture.

Hiring the right crew

All reports and statistics say there will be a shortage of marine officers in the near future, as the intakes of new cadets are well below the demand. This means ratings and junior officers are getting promoted

much faster. The importance of analysing personnel and potential recruits, and comparing them with industry standards using reliable historical data, will have a huge impact. Seagull has the best tool available in the market today that identifies training needs, whilst verifying the knowledge level for each rank and establishing their readiness for promotion. The maritime industry has to understand that promoting the wrong candidate can lead to a ripple of consequences. In the end, it's all about hiring the best crew and you need to ask yourself if you put all your trust in certificates or if you want to be able to assess your crew based on reliable data.

For more information about the CES Benchmarking & Statistics tool please contact your sales representative or visit our website www.seagull.no.

A world class training system

In the maritime industry, ships and crews are constantly exposed to numerous risks and challenges. Since 1996 Seagull Maritime has developed e-learning, competence and assessment systems. Our system enables ship-owners and operators to identify and close competency gaps within their crew to ensure safe and efficient operation. Today we have a comprehensive library of e-learning modules targeting maritime conventions and regulations such as STCW, SOLAS, MARPOL, MLC2006, IMDG Code and ISM code to mention a few. Seagull Maritime takes pride in our high level of maritime knowledge and dedication. We are certified in accordance with DNV-GL Rules for Classification of Maritime Training Providers.

If you want to know more about how we can assist your organisation please contact us at productinfo@sgull.com or check our website for a complete overview of products and services - www.seagull.no

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Seagull Maritime AS is certified in accordance with DNVGL-ST-0029 – Maritime Training Providers